#16

WristWatch MAGAZINE™

THE PAST, PRESENT AND FUTURE OF FINE TIMEPIECES

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pg. 38

»COVER STORY:
TAG Heuer's
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ON SERVICE & ELIMINATING COMPETITION

If you buy a new mechanical watch that you intend to keep for some time, it will eventually need service, repair, or both. If anything goes wrong while still covered by the brand's own warranty you would expect to send it right back to them to render service in a timely manner and return your timepiece in perfect working order within a reasonably short time. Fair enough, but what about modern mechanical watches that were bought pre-owned, or a new watch that is now out of warranty? What are your options now? Your choices are likely more limited than you might believe.

In recent years several major brands have taken a hard look at service and repair from a very clinical perspective, viewing it as a profit center more than a customer service issue. While on one hand you can go to brand X's web site that calls for an annual or bi-annual "service" to keep your mechanical watch running perfectly, more brands are now cutting off the pipeline of critical components to watchmakers outside of their own company, effectively keeping this potential source of revenue to themselves while hamstringing the "competition."

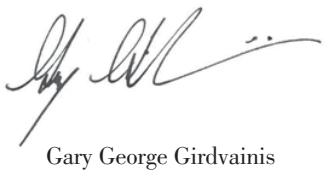
It's one thing for a brand to want control of all warranty covered work. As the manufacturer they are responsible for the initial construction quality and may even discover faults or solutions based on a particular watch or movement service profile. But once *any* product you buy is out of warranty and the money to repair or service is coming out of your own wallet, wouldn't it be nice to have a choice? Not according to some brands.

I've heard specious arguments about "special" training and tools that are needed to fix "our" movements as justification for restricting parts availability to anyone outside the "family" but have spoken to enough industry members to see through that screen. Even if capable of replacing something so simple as a worn pivot or a tired mainspring, the independent watchmaker has been targeted as an ostensibly unworthy service provider that could somehow sully the image of a brand.

I've spoken with several of the few independent watchmakers left in America as well as retailers with an in-house watchmaker and the story is all too often the same: of-course I/we can fix this simple problem, but brand X won't supply the part so you'll have to get in queue with them, pay whatever fee they ask, and wait.

Imagine buying a car, driving it a few years and well beyond the warranty coverage. You know it's time for a brake job and as you attempt to make an appointment with your fully accredited and certified master mechanic down the street, he informs you that he can't fix your car because the manufacturer will only supply parts to their own service centers; anyone up for a game of monopoly while you wait for your brakes?

Keep Watching:



Gary George Girdvainis


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FONDATION ANTOINE DE SAINT EXUPERY

Big Pilot's Watch Edition "Le Petit Prince". Ref. IW5009: We only recognize the full extent of our dreams when they become reality. It must have been precisely this insight that motivated Antoine de Saint-Exupéry. As an international bestseller, his tale of the little prince has inspired individuals of successive generations for over 70 years, including the watchmakers in Schaffhausen. Testimony can be found in this dream example of haute horlogerie, the Big Pilot's Watch Edition "Le Petit Prince", limited to 250 pieces. The first feature to catch the eye is the midnight blue dial. It sets off the appliquéd Arabic numerals and provides a perfect foil for the IWC-manufactured movement's propeller hands. A triangular index at 12 o'clock and the detailed indices create a pleasing counterpoint in the form of a clearly structured chapter ring reminiscent of classic cockpit instruments. This handmade masterpiece references the enchanting story of the little prince and turns his dream into reality: for in the engraving on the bottom of the case we see him back on his much-loved planet.

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DRIVE **ON**

In terms of consumer goods with natural affinities, the watch and the sports car appear to be without peers. While arguably invented for the military trench, for the airplane cockpit or for the wrist of noble ladies—depending on the competing narrative you choose to believe—it is in the driver's seat that the wristwatch found it's most natural home.

In this issue, we examine many of the more prominent motorsports collaborations in the world of fine watchmaking, from Rolex's weeklong celebration of classic automobiles on California's Monterey Peninsula to a lesser-known marque of watches produced by the former Formula 1 star Stephen Johansson. We present ample proof that the watch-car synergy is still alive and well, a driving force, if you will, within the marketing departments of both industries.

On our cover and in our cover story, we introduce you to the latest in TAG Heuer's long and estimable line of Carrera chronographs, watches initially designed by the legendary Jack Heuer that have now been reinterpreted through the lens of another watch-industry maven. I am referring of course to TAG Heuer CEO Jean-Claude Biver, a man who has lived and breathed fine watchmaking over the course of his lifetime. He began his turn at the wheel of perhaps the watch industry's most automotive marque by taking on its best-selling Carrera line.

All the best,

Jonathan Bues
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MARINE
26




Bell & Ross
BR 03-92
12
3
6
9
BR

FEATURES

38 **Cover Story**
Making His Carrera: 2015 was the year Jean-Claude Biver recast TAG Heuer, a company long associated with value and motorsport.

48 **Designed & Assembled in America:** Founded in 1810, Black Star & Frost chose the One (Road) less traveled.

52 **Rebooting History of Famous Chronograph:** Louis Moinet's chronograph invention was man-made, but inspired by the heavens.

58 **Tonneau Transition:** A look at Franck Muller's Vanguard. Marine Partnerships and Watchmakers

62 **Rolex in Monterey:** A weeklong celebration of all things classic and automotive.

70 **Formula One and Rolex**

74 **WristWatch Guide to Motorsports Partnerships**

90 **Code Name Oxcart, Call Sign Dutch:** Hager Introduces the Skymaster Chronograph

94 **A Beat of its Own:** Jaeger-LeCoultre marches to its own True Beat

98 **Quality Trumps Quantity:** Waldan uses historical Zenith movements to great effect.

100 **Quantum Calendars:** A retrospective of Audemars Piguet calendar watches.

112 **Enlisting Time:** Stories of timepieces in the theater of war.





52



48

70





98



100

Departments

16 Boutique
118 News
125 Luxe
126 Winding Up
127 Comic
128 **Editorial:** From the desk of Watch Culture Editor Steve Lundin

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TWO **BLUE**

Grieb & Benzinger's calling card design remains a deft touch with the rose engine. Migrating beyond the dial, the guilloche patterns that make the G&F watches so recognizable have been added to movement elements visible through the front aperture. These two new beauties are from the new Blue Chip collection. The Blue Polaris featured here with a guilloche' enhance bezel is crafted in solid 950 platinum, while its darker "Midnight" Polaris counterpart is crafted in an 18kt white gold case with a black diamond studded bezel. Both feature a blued sterling silver crescent in an amazing display of engraved elegance. Both versions house a fully decorated and modified Swiss manual wind movement. A full series of Blue Chips can be seen on the G&B web-site with prices ranging from around $45,000-$85,000 depending on the model.



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SWISS MADE **MEERSON**

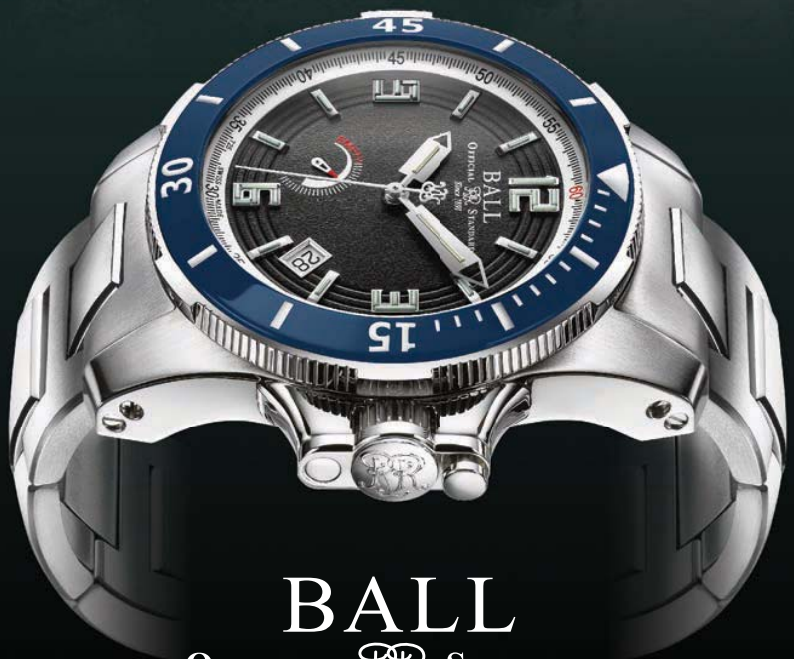
A beveled case and lugs combine with a segmented dial to create an appealing geometry in the Swiss Made Meerson D15 collection. Inside beats an automatic Swiss movement that adds a GMT, date, and day/night indicator to the facile dial display. Case variations include fully polished and polished/brushed grade 5 titanium as well as black ADLC (Amorhpous Diamond-Like Carbon) over titanium. Dial variations are available in blue, silver, and black, each with their own appeal. Case proportions are a full size 44mm x 10.5 mm with a curved back that hugs the wrist comfortably. Currently Alexandre Meerson Watches are available exclusively at Kenjo Jewelers for North America with prices ranging from $15,000-$25,000.

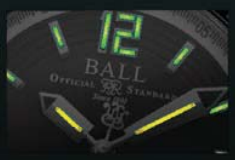


ALTHOUGH HE HAS REACHED SUMMIT AFTER SUMMIT, HE'S STILL CHASING HIS PEAK.

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At 45 mm wide the IWC Portofino has plenty of room to display the added calendar functions of a grand date and day of the week. Manually wound and running at 28,800, the 8 days of power reserve are also tracked on their own display. Slender hands and markers complement both the slate gray and white dials in a subtle and elegant display of time.







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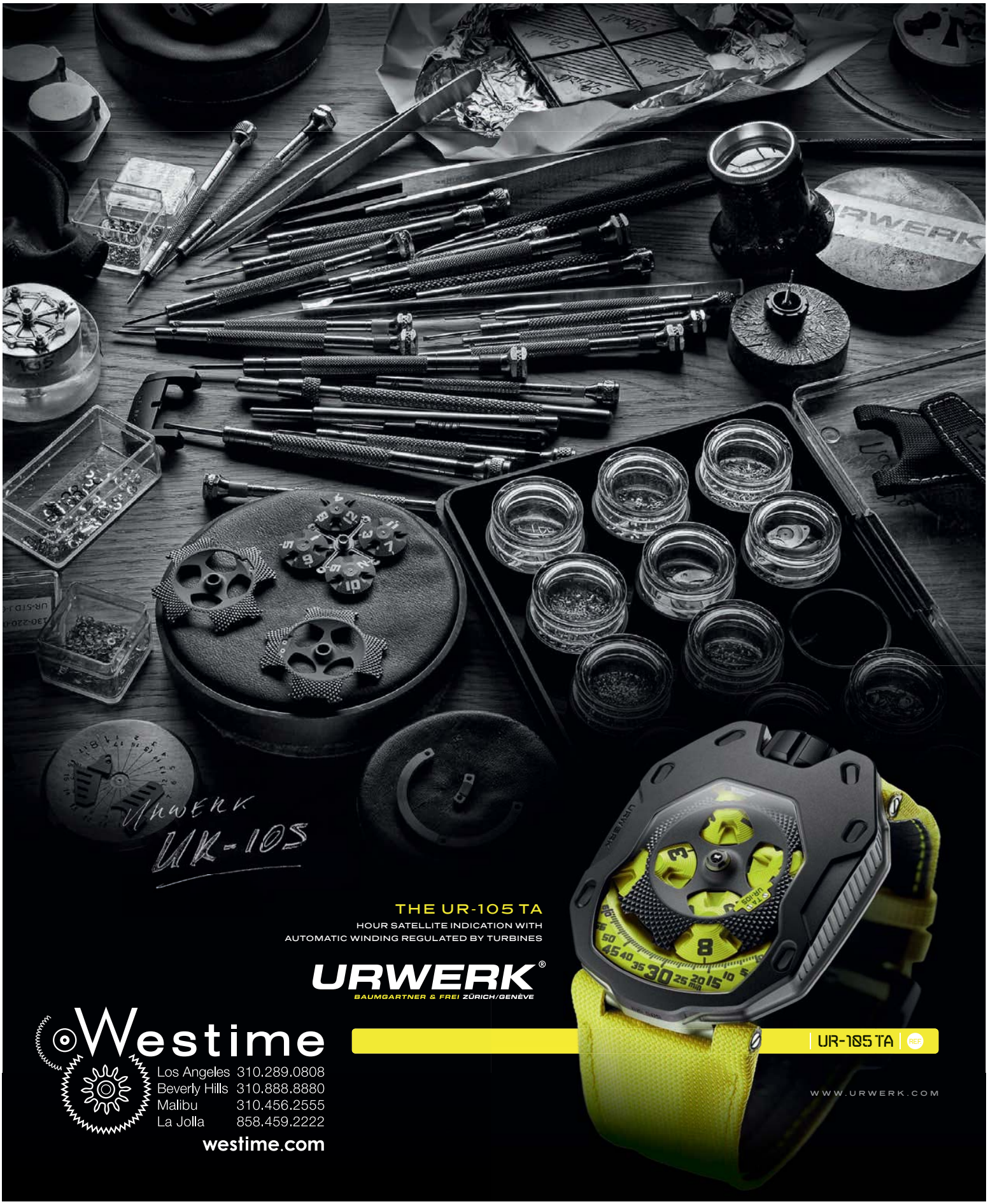
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COMPLICATED **INSTRUMENT**

Known for its tough looks and sport/instrument heritage, the BR series from Bell & Ross has also hosted complex movements and functions within the line. The hi-tech case of the new BR X1 forms a layered effect in several levels of either grade 5 titanium or solid rose gold. Inside beats a sophisticated BR Caliber 283 movement that combines the venerated tourbillon with the unusual mono-pusher chronograph in a manual wind movement that will run up to four days when fully wound.




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LOCAL **FAVORITE**

They love their rose engines at RGM and it shows. Historically the American brand has offered beautifully decorated dials turned on vintage rose engines. In the new 801 series RGM weaves their gullioche pattern on the top plate of the movement rather than the dial and opens the view to the work with a large porthole in the dial framed by an enamel ring and sub-second counter.

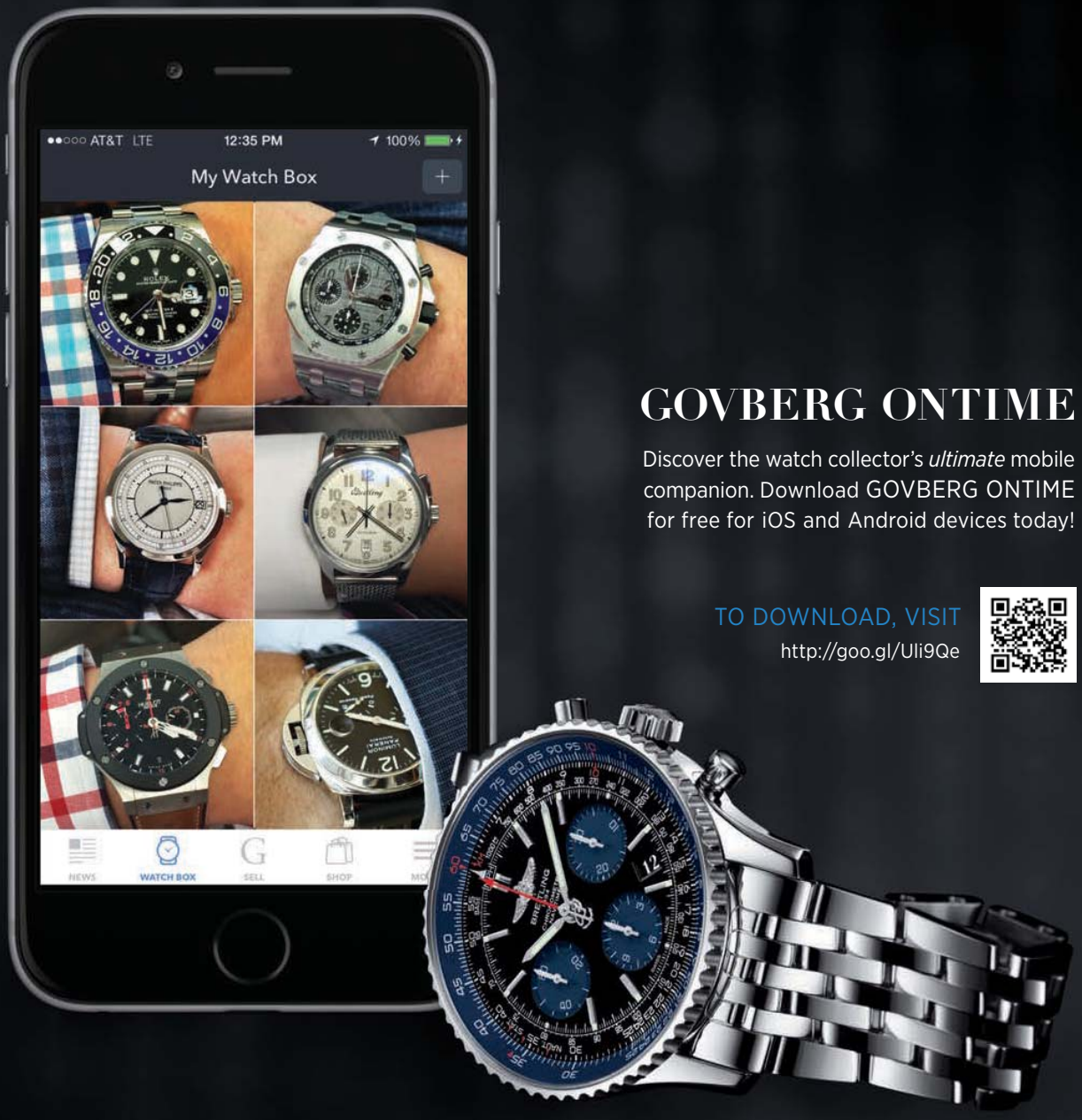








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KEEPING **IT SIMPLE**

Although clinically austere and quite simple in its appeal from without, the inner space of the new Jaquet Droz houses a technically advanced JD1150P caliber with a silicon hairspring that is resistant to magnetism as well as variations in temperature. Available in 39 mm and 43 mm versions, with a silvered opaline or blue Côtes de Genève dial, the Grande Heure Minute Quantième will seduce longstanding connoisseurs and new fans of Jaquet Droz alike.





Tony Kanaan Automatic Valjoux Chronograph Limited Edition 1181: 44mm asymmetrical black PVD stainless steel case with screwed down case back, polished ceramic bezel, black steel crown and pushers, antireflective sapphire crystal, water resistant to 100 meters, genuine black leather strap with red contrast stitching and lining, black PVD stainless steel buckle, and Luminox self-powered illumination. Swiss Made.
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WEST **COAST BLUES**

Limited to 30 pieces total, the Classic Fusion Aerofusion Beverly Hills features royal blue design elements throughout, including the alligator and rubber strap, bezel and chronograph second hand inspired by the neighboring Pacific Ocean. Its case-back is adorned with a stamp reading "90210 + B.H." as well as an engraving that indicates each piece's limited edition, numbered 0/30 – 30/30.





FROM POCKET **TO WRIST**

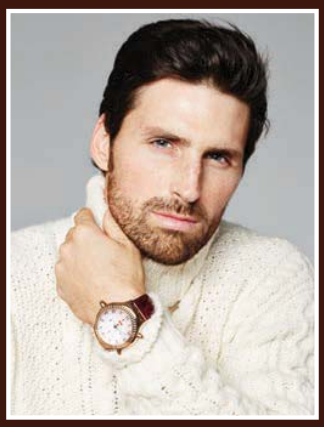
Zenith's Pilot Type 20 Skeleton - Westime Limited Edition raises the legendary Calibre 5011K to the rank of a true masterpiece of ethereal architecture.This famous pocket-watch movement has been entirely skeletonized in order to reveal the rare engine within. Topped by a full sapphire bezel, the 63 mm case is also carved in sapphire. This Pilot Type 20 Skeleton is a Westime exclusive and strictly limited to a three-piece edition.

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1930'S **STYLE**

To define the new 19Thirty collection, Pascal Raffy was inspired by the aesthetic codes of a 1930s Bovet timepiece from his private collection: the "easel" chronometer, which was one of the last pocket watches to be manufactured by Bovet before wristwatches became widespread. In addition to the two cases available in steel, collectors can also select a black, blue or ivory dial with Arabic, Roman or Chinese numerals.







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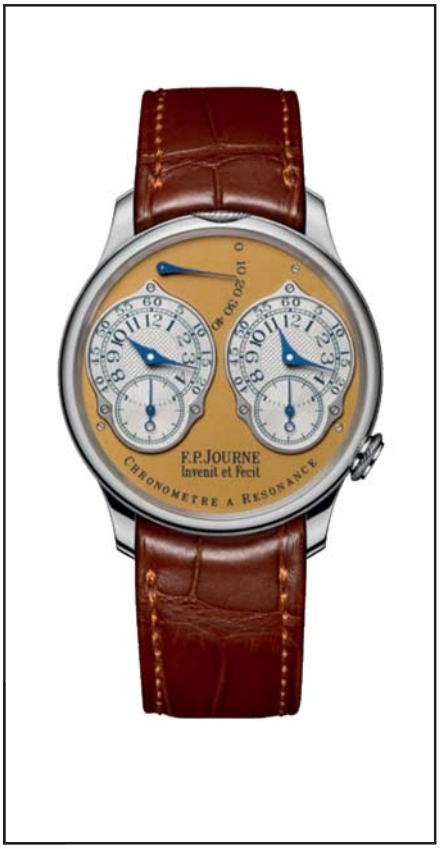
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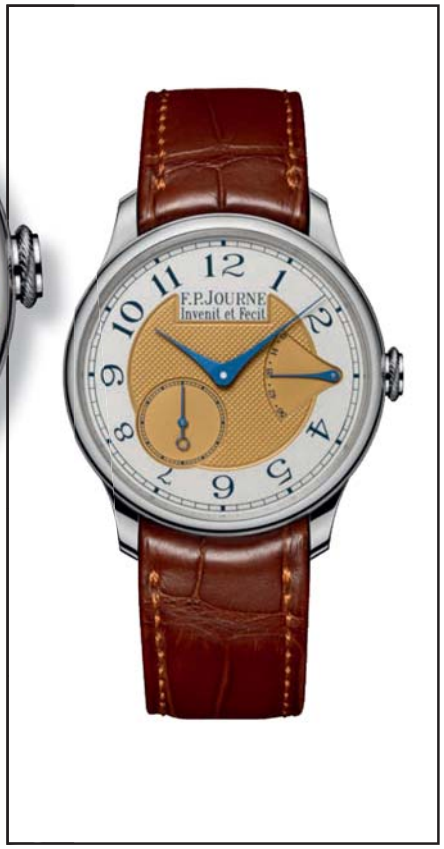
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Mühle Glashütte's CEO, Thilo Mühle, participated in The Fulda Challenge—an extreme Winter sports competition that challenges athletes in Canada's Yukon, complete with dog mushing, snowshoe racing and ice chopping. With a timepiece chosen for the elite unit of the German Navy on his wrist, the Seebatillon GMT proved to stand upto the extremes of The Fulda Challenge. In cooperation with the soldiers of the 'Seebataillon', an extremely robust watch with a second time zone has been developed in both design and functionality, proving it's well-equipped for every mission—whether or land, sea or in the air.

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SIDE **BY SIDE**

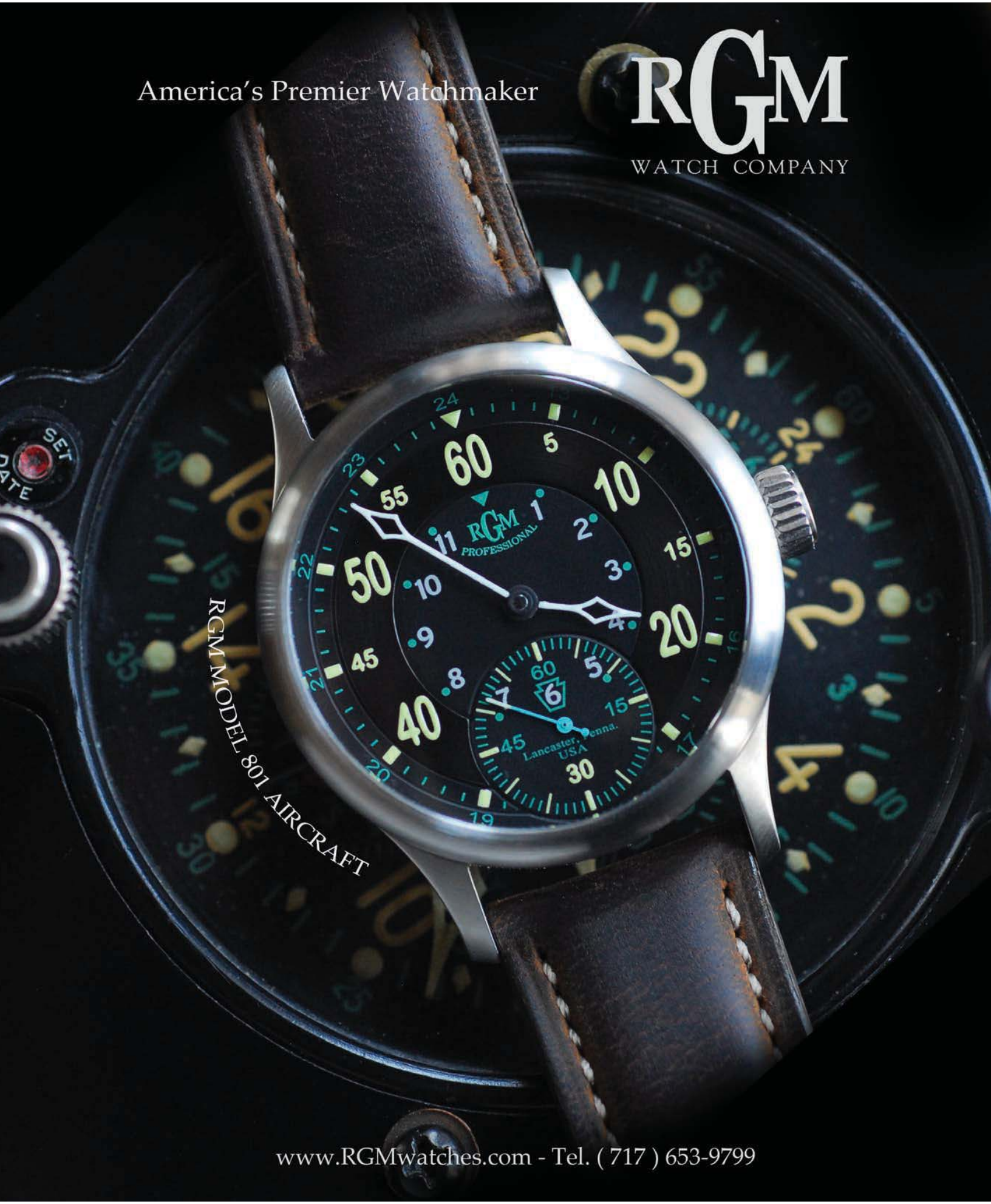
The complex Histoire de Tourbillon 6 movement is composed of two independent parts. Hours and minutes are displayed on one side and regulated by a tri-axial tourbillon. They are recognizable by their color coding – orange against a gray background – and housed within a rounded protrusion on the case. The right side of the watch is distinguished by its blue hands and markings against a black backdrop. It features a dial with hands that can be started, stopped and reset at will. A blue ceramic pusher at 2 o'clock allows this superlative creation to display the elapsed hours and minutes like a chronograph. This unique and versatile function also drives a dual-time display that may be adjusted as desired via the 3 o'clock crown.





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The Evil Eye RM 26-02 Tourbillon is fashioned in 3N rose gold with the flames and eye hand-carved using chisels made specifically to perfect the tiniest details. The art of grand feu enameling is what gives the eye its striking depth and realism. Fired at a high temperature between 800°C and 900°C several times under the extremely attentive eye of the enameler in a process that leaves no room for mistakes, it is then finished with several more layers of transparent lacquer which are also fired in the heat of the grand feu kiln.



M1-Woodward *Chronograph*



From original sketch to timeless design, the Detroit Watch Company celebrates the history of Detroit with each original timepiece characterizing a time and a place in Detroit.

M1-**Woodward** chronograph. Swiss caliber SW500-ETA 7750 automatic mechanical movement. 44mm case with deployment clasp. Designed and Built in Detroit.

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BY JONATHAN BUES



Steve McQueen

TAG HEUER
TAGHeuer
SWISS AVANT-GARDE SINCE 1860





TAG Heuer headquarters

Making His CARRERA

Twenty-fifteen was the year Jean-Claude Biver recast TAG Heuer, a company long associated with value and motorsport

Steve McQueen raised the Heuer Monaco to the level of 20th century design icon in the racing film LeMans. A Heuer Autavia with a white dial, black registers and blue chronograph hand means one thing: Swiss Formula 1 driver Jo Siffert. In the eyes of many a collector, TAG Heuer is the quintessential racing watch. As a chronograph specialist that hit its stride during the heyday of motor racing in the 1960s and 1970s, Heuer combined industry-leading technology, revolutionary product design, and the preternatural marketing skills of a young Jack Heuer to make its name in pit row as well as on the wrists of countless racing enthusiasts and hobbyists.

Now another great marketer is taking his turn at the wheel of TAG Heuer, and there's little chance he will "crack under pressure."

BIVER AT THE WHEEL

On taking over TAG Heuer last year, Jean Claude Biver told a group of journalists that if he his ambitions for the brand proved successful, it would be the greatest achievement of his career. It was a particularly bold statement from a man not averse to making them. Everyone assembled knew that Biver's was already a singular career. The changes imminent at TAG Heuer were to be large in scope.

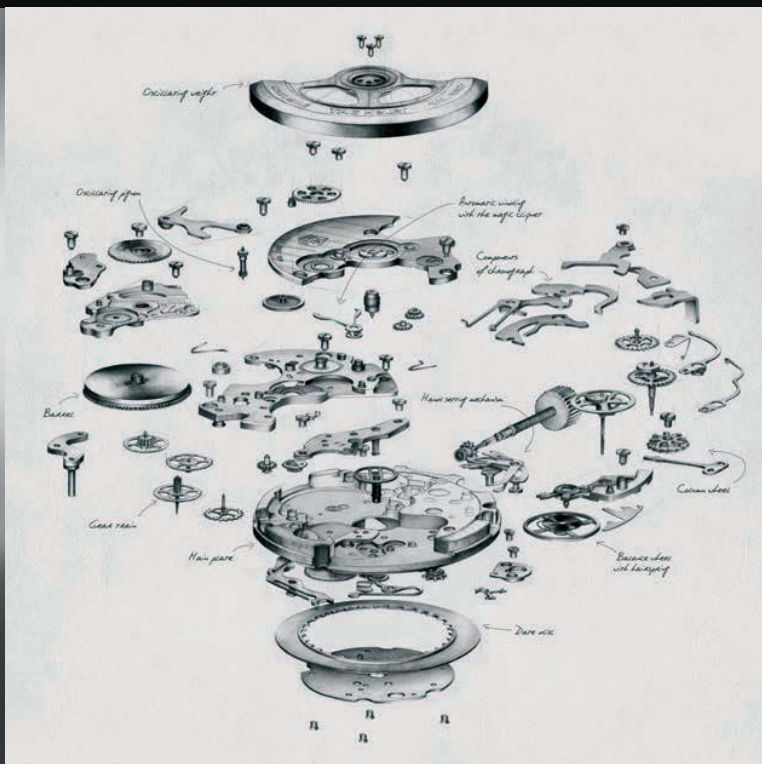
Twenty-fifteen indeed proved a pivotal year in the history of TAG Heuer. The watchmaking maven who relaunched Blancpain and revamped Omega before orchestrating the well-publicized turnaround at Hublot has realigned TAG Heuer's products to target younger collectors while coming to market with Switzerland's best answer yet to Silicon Valley's wave of smart watches.

More on that exciting news later. And be sure to look for an in-depth, hands-on review of the aptly named Connected Watch in the next issue of our sister publication, *AboutTime*. First, let's focus on exciting new developments—both inside and out—in the Carrera line, a watch that has long been TAG Heuer's best-selling model.

Case back


AUTOMATIC 100 METERS
CARRERA
SWISS MADE SINCE 1860
CAL. HEUER 01
SWISS MADE
CAL. HEUER 01




Oscillating weight
Oscillating pinion
Automatic winding with the eight Lizard
Barrel
Gear train
Main plate
Balance wheel with hairspring
Date disc



HEUER 01

The first new timepiece to emerge from the rejuvenated TAG Heuer is the Carrera Calibre Heuer 01, a sporty mechanical chronograph developed on the base of the TAG Heuer Caliber 1887. Caliber 1887 is a tried-and-true column-wheel chronograph that has been in production in-house at TAG Heuer since 2009. As the first timepiece to emerge from La Chaux-de-Fonds with the visible fingerprints of Biver, the new Carrera Heuer 01 appears a likely indicator of the direction that TAG Heuer will follow in the years ahead. That direction, it seems, will be one of high value proposition and engagement with younger audiences, traditional TAG Heuer strengths.

The timepiece sports a bold new design that maintains the core features of the Carrera—a round shape, minutes and seconds chapter printed along the flange, and an appealingly modern design—while modernizing the case in important ways. The company has used the term "modular" when referring the new Carrera because individual case components are crafted with contrasting finishes. It's a very contemporary look that effectively communicates high design and sophistication, with more than a glancing nod to the brand's affinity with motorsport. And just as critical as the looks is the provenance: the new 12-part cases are manufactured in-house at TAG Heuer, whereas the erstwhile production of monobloc cases was outsourced elsewhere.

Furthering the technical look of the timepiece, an open-face dial allows a view onto the Calibre Heuer 01 chronograph movement. It's been skeletonized and enhanced with new colored parts as well as a much bolder, mechanical appearance. Note, for example, how much the bright red column wheel—which ensures the smooth engagement of the chronograph mechanism—stands out within the movement. It's a substantial watch with a sophisticated design that speaks to a refreshing value proposition that has become so rare in today's watch marketplace.

Think about it: TAG Heuer is delivering an in-house column wheel chronograph movement and a complex 12-part case—also



Quality control testing



made in house—for under $5,000. Unsurprisingly, as collectors have witnessed the steady upmarket crawl of the entire mechanical watch industry, and the erosion of quality in the mid-priced segment, this new Carrera is the only Swiss made in-house mechanical chronograph to sell for less than $5,000. The Carrera Heuer 01's decidedly democratic price point of under $5,000 will make it a very hard option for collectors to ignore—particularly young collectors and those developing a nascent appreciation for *manufacture* movements.

As to the origin of this new design and concept, it's worth noting that other famous Biver creation, Hublot's Big Bang. In fact, during a recent question-and-answer session in New York honoring ten years of the Big Bang, Biver noted that he has long partnered with many of the same watch industry people over and over throughout his career, including a design team. Given its fusion-like 12-part case and machine-like openworked movement, it seems plausible that the brain trust responsible for making Hublot the industry sensation it is today had a hand in the new Carrera as well.

In terms of specifications, the new Carrera Heuer 01 comes in at 45 mm in diameter, and features the aforementioned modular steel construction. Inside of this large watchcase is the skeletonized automatic Calibre Heuer 01 movement, visible through sapphire crystals on the front and on the back. Features that quickly differentiate this movement from its predecessor, Caliber 1887, are its visible skeletonized date disk, red column wheel, its new skeletonized oscillating weight and its chronograph bridge. Caliber Heuer 01's power reserve is an ample 50 hours, running at rate of 28,800 bph, allowing the wearer to time events to within 1/8th second accuracy. And again, the movement itself is essentially a modified Caliber 1887, so the company knows that it's reliability over the long term will be very good.


TAG
HEUER

TAG GETS TECHNOLOGICAL

The Connected Watch combines TAG Heuer's expertise within the fields of horology and luxury design with a microprocessor courtesy of Intel and a Google Android Wear operating system. As the first timepiece from a Swiss brand to adopt this platform, the aptly named Connected Watch comes within the sporty confines of a 45 mm round Carrera case, TAG Heuer's most popular and identifiable range. And though the watch does indeed connect to your smart phone—be it of the Apple or Android variety—it is not a slave to the device in your pocket. Wearers can enjoy a full range of functions on the Connected Watch with or without their mobile phone.

At this writing, owning a Connected Watch may be easier said than done, however. In its first week of sales TAG Heuer reportedly sold over 100,000 units, a record for a single SKU at TAG Heuer and possibly for any Swiss watch brand. eBay searches for the Connected Watch demonstrate the sought-after model selling for well over MSRP while customers seeking an in-store purchase are adding their names to the wait list, the ultimate "good problem to have."

But for Biver, a man whose entire career has played out in the high-end mechanical watch industry, all of the cutting-edge technology and software in this new timepiece still left something missing: eternity. He sought to incorporate the multiyear value proposition conferred by a fine Swiss timepiece, a concept totally foreign to the tech companies of California. True, a smart watch boasts a range of useful functions that no mechanical or conventional quartz model ever could. But a fine Swiss timepiece can be serviced and maintained over the course of a lifetime, becoming a prized heirloom for the next generation.

TAG HEUER AND RED BULL F1

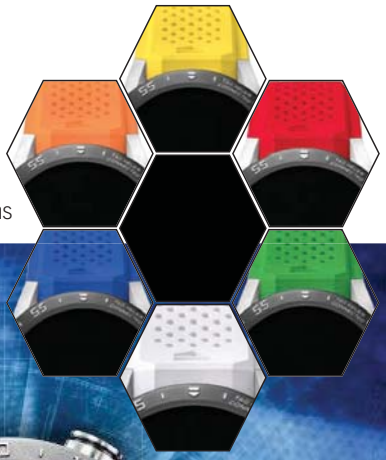
As one of the youngest and most dynamic teams in Formula 1, Redbull's recently announced partnership with TAG Heuer would appear to be a perfect marriage. TAG Heuer has reinvigorated its brand through a reimagined Carrera case, a new mechanical chronograph and the headline-grabbing Connected Watch. Partnering with a youth-oriented racing brand that has been a dominant figure in Formula 1 over the last 7 years could prove a key aspect of promoting these achievements.





Connected Watch Profile





Other Connected variations



FORMULA E



As a logical continuation to its avant garde approach to not only product design and innovation, but also to marketing and sponsorship concepts, TAG Heuer signed a multi-year partnership with Formula E, the sustainable, all-electric motorsport championship, in 2014.

TAG Heuer Professional Timing, the timekeeping division of the Swiss watchmaker, provides all of the live timings for the championship series, which includes high-profile grand prix races across Europe, North and South America, and Asia.



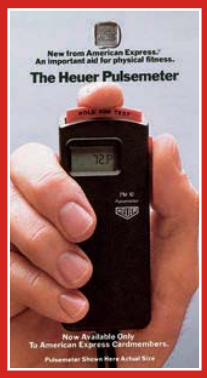
CONNECTED TO ETERNITY

Buyers of the TAG Heuer Connected will have the opportunity to recycle their watch directly to TAG Heuer in a few years' time in exchange for a $1,500 voucher toward the value of an identically sized and styled fully Swiss-made mechanical timepiece valued at $3,000. In this way, the connected watch serves as a bridge between the glut of wearables currently on the market and the Swiss watchmaking industry, long known for making lasting products of enduring value. Perhaps a new generation of collectors will catch the high-end watch bug as a result of their interest in cutting-edge electronics.

Despite this success Mr. Biver has been careful not to place undue emphasis on a brand-new technology at the expense of traditional mechanical watchmaking. Passionate collectors know that TAG Heuer's history is steeped in sporty and relevant mechanical timepiece offerings that have traditionally offered a sound value proposition. And that is why the major product debut at TAG Heuer appears to suggest that Mr. Biver's new direction for TAG Heuer will lead back to basics. ◆

INDY 500

TAG Heuer's longtime association with the world of motorsport ties back not only to the watches worn by some of the sport's most recognizable drivers, but also to the trackside timing systems that Heuer innovated to move racing forward as electronic systems were first entering the sport. To this date, TAG Heuer deploys transponders, messengers, photo-finish cameras, wireless data systems and matrix displays to tracks and motorsport competitions all over the world.



Fittingly, as one of the most popular fine watchmaking brands in America, TAG Heuer is also the official timer of America's most prestigious automotive contest, the Indianapolis 500, held each May at the iconic Indianapolis Motor Speedway. As the only American racing leg of the prestigious Triple Crown of motorsport (the others being the 24 Hours of Le Mans and the Monaco Grand Prix), the Indy 500 is fittingly honored through a special edition TAG Heuer Formula 1 Chronograph. Featuring a fine brushed stainless steel case and a bezel with a contrasting polished surface, the TAG Heuer Formula 1 Indy 500 is powered by a Swiss-made quartz chronograph movement capable of timing events to 1/10th of a second accuracy.



Designed & Assembled In AMERICA

Founded in 1810, Black Starr & Frost Chose The One (Road) Less Traveled



Certified Master Watchmaker Don Loke at the bench.

With deep roots reaching into the early part of the 19th century and beyond, Black Starr & Frost has a legitimate history that is hard to match. Celebrated in song, on screen and stage, the retailer was once, and remains today, synonymous with the highest level of luxurious jewelry and accessories. Perhaps less well known today than the fabled houses Cartier and Tiffany, these three brands histories are woven together here in America - but that topic is a book of its own.

Formally opened 1810, the familiar name of Black Starr & Frost has gone through evolutions that saw partnerships develop and fade with some of the most famous branded watch & jewelry names. Today, not only is Black Starr & Frost one of the longest lived retailers, it also holds a unique place in the luxury market. Where almost all independent retailers ply the wares from a variety of well and lesser- known brands, Black Starr & Frost has eschewed the temptation of competing in an ever more discount-driven market to create and offer *only* their own in-house expressions of elegant jewelry. Now, after more than a 30-year hiatus, BS&F has also brought back its own collection of fine timepieces.

Black Starr & Frost's current owner, Alfredo Molina, has his own amazing back-story and curriculum vitae that's hard to fathom in today's world; starting at the tender young age of eight years old when his grandfather sat him at the jeweler's bench to begin his apprenticeship. Suffice it to say he knows what he's talking about when it comes to making, buying, and selling fine jewelry and watches.

Molina (also owner of Molina Jewelers in Phoenix) recently challenged Master Watchmaker Don Loke to revive BS&F's timekeeping traditions – not that either one of them had that in-mind when they first met. Originally the pair had developed a rapport while exploring proprietary surface polishing techniques that bring



Owner of both Black Starr & Frost Alfredo Molina



out the very best luster and sparkle in diamonds. One thing led to another and within a relatively short period of time Black Starr & Frost had its first new watch in decades.

Loke's own resume of servicing and restoring some of the most complicated mechanical watches is bolstered by the forty-plus watches he's designed behind the scenes for other luxury brands. Although we can't mention most of them, one of Parmigiani Fleurier's most successful offerings was a Don Loke design.

This first collection created at the will of Mr. Molina, and the mind of Mr. Loke, offers a subtle balance of form and function. Chronograph registers on the dial imply a sporty bit of action at face value—and are well balanced by dual crowns on the case. But unless you look very closely you'll probably miss the chronograph actuators that are so perfectly integrated into the profile that they almost disappear. Described by Loke as a "dress chronograph," the ambivalent design accomplishes an ideal mix of sport and luxury rarely achieved.

Having known Mr. Loke for more than two decades I was offered the unique opportunity of test-driving this watch as a prototype and happily showed it off at both the Geneva and Baselworld fairs. I must admit to a certain pleasure in sporting a timepiece that a friend and client had created. That, combined with the fact that not a single person at either of these venues could have possibly seen this watch before, brought with it more than a bit of pride in wearing, if not ownership. Yes it was comfortable at a wearable 42 mm and yes it was as accurate as any mechanical watch I've worn, but to be honest it mattered little as the form and rarity were the function for me.

Aptly named, the Renaissance collection will be limited to 25 pieces in each version with black, blue, and brown dials set into a 42 mm polished stainless steel, black DLC, or 18kt (4N) pink gold case with sapphire crystals front and back. Functionally, the integrated chronograph pushers and crown at 3 o'clock work as per usual with the extra crown at 9 o'clock rotating an inner bezel marked in minutes, allowing another timing option for events up to one hour. Applied numerals reside on a hand-painted dial with elegantly tapered leaf shaped "feuille" hands reaching for the time.

Inside beats the highest quality version (yes there are several options) of the Swiss Valjoux series 7750 chronograph and each watch is individually assembled, regulated and tested to 5atm water resistance right here in the USA by Mr. Loke's own hands.

Available only at Black Starr & Frost, the Renaissance collection is now available and retails for a remarkably affordable $5,800 in stainless steel, or $24,000 in 18-karat pink gold.

www.blackstarrfrost.com ◆



The highest-quality option for a Valjoux 7750 sports a custom Black Starr & Frost rotor and is regulated and cased-up in Connecticut by watchmaker Don Loke.

LOUIS MOINET

BY KEITH FLAMER



Louis Moinet's chronograph invention was man-made, but inspired by the heavens.

Great moments are frozen in time. Christopher Columbus, 1492. The Declaration of Independence, 1776. The initial Moon landing, 1969. But conspiracy theories aside, what if new evidence begs us to rewrite settled history?

Time virtually stopped in 2013—as we pushed the reset button on the origins of the chronograph following the discovery of a long lost Louis Moinet chronograph pocket watch. This astronomical-inspired watch predated all known chronographs and posthumously crowned Louis Moinet as the instrument's true inventor.

Prior to 2013, history told us Nicolas Matthew Rieussec developed the first commercial "seconds chronograph" in 1821 (patented a year later) for King Louis XVIII, a thoroughbred aficionado who wished to time horse races. Adolphe Nicole seemingly updated the chronograph in 1844 to include a reset feature to record successive measurements.

But the Louis Moinet chronograph discovery challenged the official record. This watch, which Moinet called "compteur de tierces" (a chronograph that measured 1/60th of a second—known in those days as a "third" or tierce in French), is now celebrated as the first chronograph ever—bearing dust-cover hallmarks from 1815 (although it was completed the following year).

Moinet's groundbreaking chronograph was indicated by a central hand where the elapsed seconds and minutes were recorded on separate subdials; and the hours on a 24-hour dial. The stop, start and reset functions for the central hand were controlled by two buttons, which, according to the company, qualifies it as a chronograph (even though the term didn't exist at the time). Moinet's chronograph also boasted a revolutionary return-to-zero function that predates Adolphe Nicole's 1862 patent).

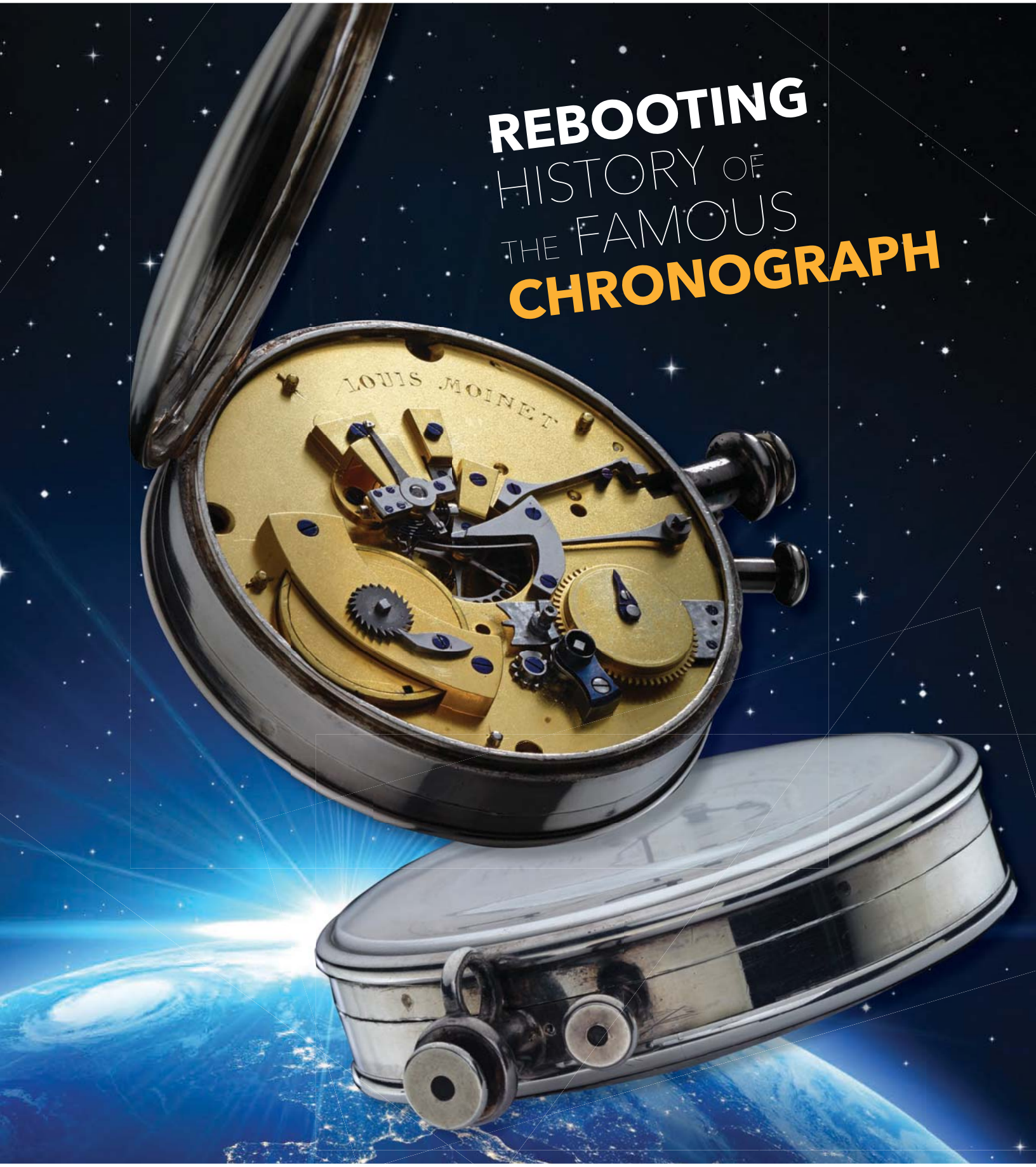
This seismic shift shift adds heavy weight to Moinet's legend as an elite watchmaking innovator—on par with his friend Abraham-Louis Breguet.

Moinet's discovery is bewildering because we're skeptical about rewriting history. Important dates and legends are inculcated deep into our subconscious. Did Christopher Columbus really discover America? Not really. Yet we still celebrate Columbus Day in honor of the famous explorer who was immortalized by writer Washington Irving's poem.

We must investigate before we believe and accept a new theory. After all, we've seen our share of hoaxes. But watch historians agree on the Moinet chronograph. As counter-intuitive as it feels, we must stare a false history in the face and correct the record.

Louis Moinet's motto was "The essential thing is never to depart

REBOOTING HISTORY OF THE FAMOUS CHRONOGRAPH





from what is true." Based on emperical evidence, the world must acknowledge this genius' chief accomplishment and prepare to hastily celebrate the unexpected 200th anniversary of the chronograph.

LOUIS MOINET'S ACADEMIC CONTEMPORARIES

During the mid 19th century, Louis Moinet was a horologist, sculptor and painter of great stature, crafting extraordinary clocks for American presidents Thomas Jefferson and James Monroe; Napoleon Bonaparte; King George IV of England; and other crowned leaders of Europe. Moinet became a professor of arts in the Louvre in Paris, and he ran in prominent academic circles as a contemporary of renowned horologists Breguet, Abraham-Louis Perrelet, and famous Parisian bronzier Pierre-Philippe Thomire, with whom he advised and worked.

Moinet's 1848 book, Traité d'Horlogerie, was admired by scholars and the finest watchmakers of his era, including Perrelet, Charles Frodsham, Claudius Saunier and Joseph-Thaddeus Winnerl. Now Louis Moinet is more than a man—he is a brand (run by current CEO and creative director Jean-Marie Schaller). This brand is known for its guilloche dials, distinctive cases with screwed bezels, and exotic materials such as meteorite, fossilized palm wood and dinosaur bone.

MEMORIS COLLECTION

To commemorate the chronograph's bicentennial and the company's 10th anniversary, Louis Moinet introduces the limited edition Memoris, a contemporary chronograph crafted from the outside-the-box spirit of the watchmaker's original instrument.

The Memoris' chronograph function is uniquely showcased center stage as the timepiece's chief component, while time serves a secondary complication role. The chronograph is the dial, eclipsing





the automatic mechanism lurking beneath the plate on the back of the movement.

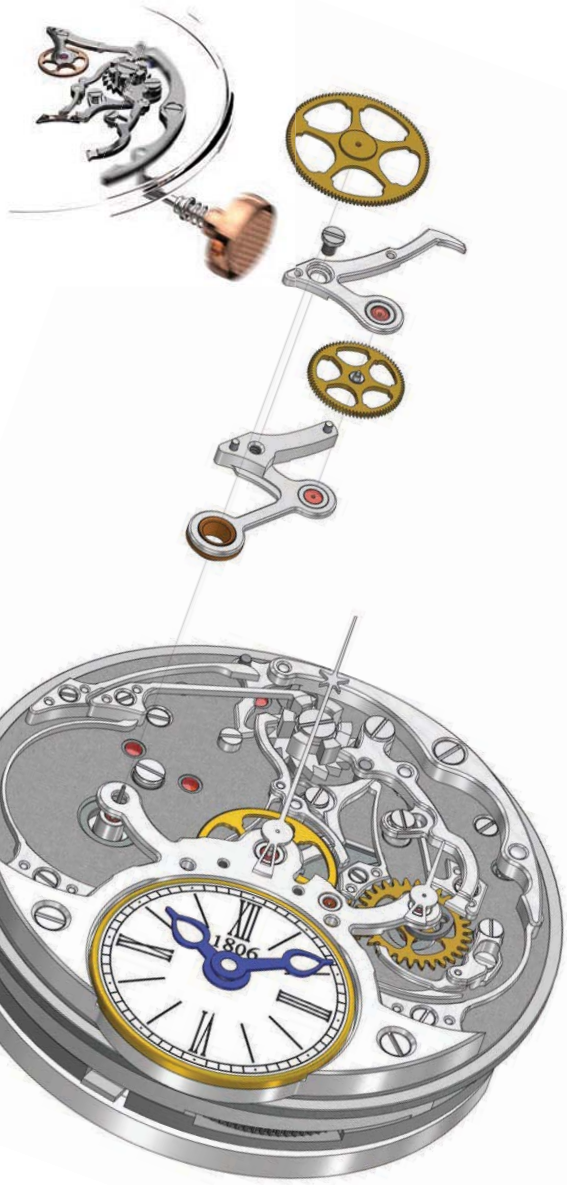
This intentional elevation of the chronograph over the traditional movement compels the company to call Memoris the first true "chronograph watch" because it serves as the primary function—not merely a sporty sidekick complication. This may be ambitious reverse marketing but the watch is unmistakably "true" to the brands origins—as Louis Moinet would desire.

Memoris is a 46mm timepiece limited to 60 watches, boasting an open-worked design, pink-gold or white-gold case, lacquered dial at 6 o'clock (indicating hours and minutes), and gorgeous blue-steeled hands.

The "heart and soul" of the Memoris watch is its unique column wheel—which boasts a six-column top indexed to a cog-based bottom section which controls rotation and interaction with the control hook spring and jumper. Jointly, they drive the chronograph functions—working together with the minutes hammer, blocking lever and clutch.

Since it can be wound in both directions, the Memoris' "Energy Plus" winding system optimizes the rotor's oscillating and recovery





"I CAME TO PARIS IN 1815 WITH THE SOLE PURPOSE OF DEVISING AND MAKING A COMPTEUR DE TIERCES,"

rate, improving the automatic movement's efficiency and performance by 30 percent.

"Everyone else worked from the premise that the chronograph was an additional complication on top of the time function," explains CEO Schaller. "Our starting point was the opposite—sweeping away the past and making the chronograph the heart of our design, the central component to which we then added a time function, rather than the other way around."

Chronographs are the descendants of 19th century watchmakers' unflinching desire to the increase the frequency of their timepieces—which dramatically enhanced precision. By 1820, the accepted time measurement limit was one-tenth of a second. Moinet's compteur de tierces ("thirds timer") remarkably measured six times more precisely than the norm, making him the founding father of high-frequency time measurement. His precision record lasted a century before it was improved upon.

Moinet crafted his original chronograph as an astronomical transit instrument, mounted for use at sea to track the movement of stars, moons and planets from the land. The 1816 chronograph's balance beats at 216,000 vibrations an hour or 30Hz—then an unimaginable frequency (modern wristwatches are typically 28,800 vibrations per hour or 4Hz).

"I came to Paris in 1815 with the sole purpose of devising and making a compteur de tierces," wrote Moinet in an 1823 letter. "The difficult and seldom attempted realization of this instrument of a new construction, has achieved my purpose most satisfactorily."

Today, Olympic swimmers are measured to 1/100th of a second. In fact, superstar swimmer Michael Phelps won his record seventh gold medal in the 2008 Beiing Olympics by this margin, a mere fingertip. Truth be told: Phelps may owe that gold medal to Moinet's genius—as much as his own. Just as watch lovers owe Moinet for the chronograph, likely the most popular of timepiece of the modern era. ◆

BASELWORLD

MARCH 17 – 24, 2016
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BUSINESS AND MEDIA EFFECTS REVERBERATE AROUND THE GLOBE

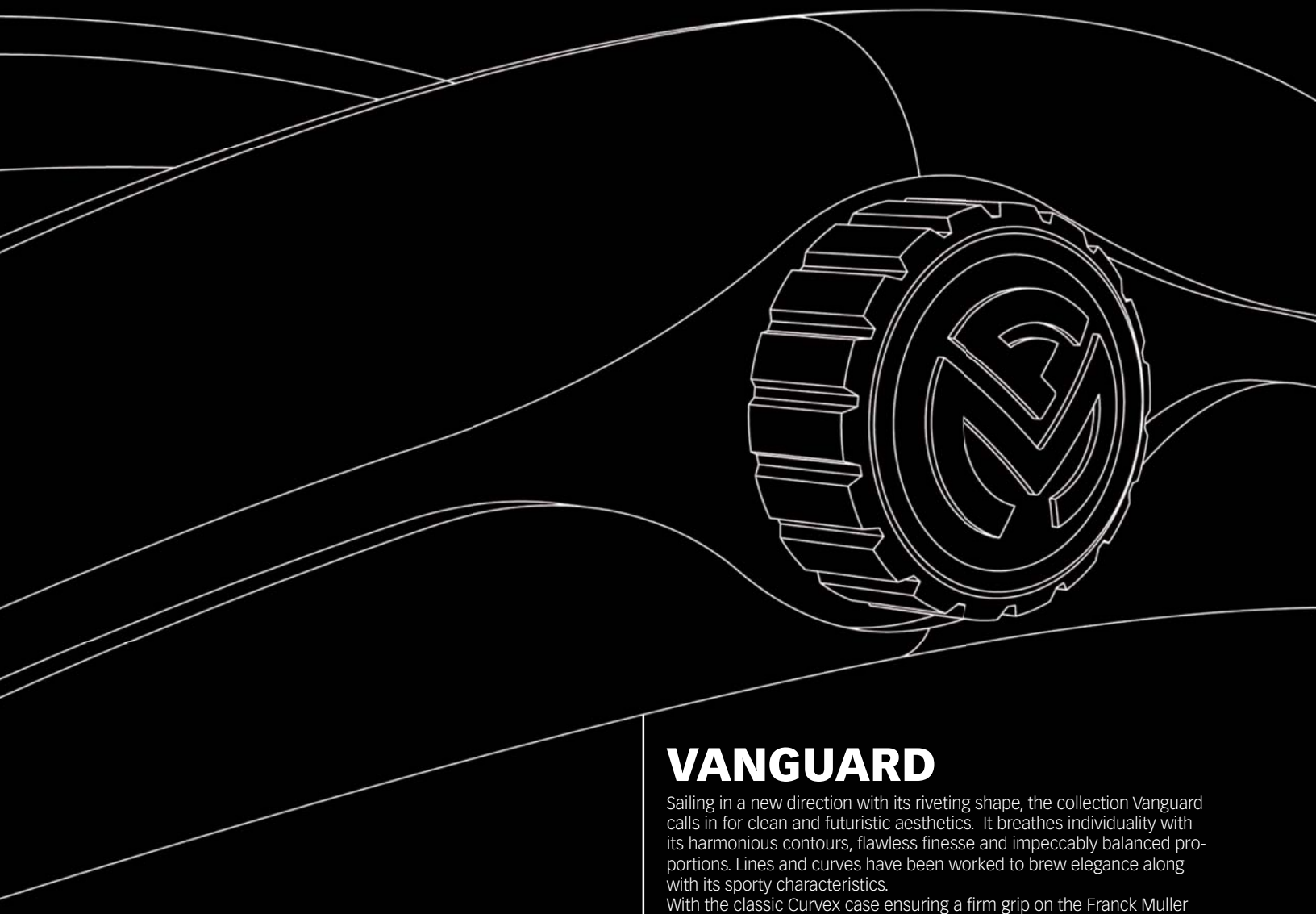
Baselworld becomes the focal point of the whole world for eight days a year, as this is where the tone for an entire industry is determined, and trends defined. Within the 141,000 m² hallowed halls of Baselworld and amidst the fabulous pavilions of the most innovative and successful global brands, wonders are just waiting to be discovered. Beyond the amazement and excitement lies a bountiful world of business opportunities. The most influential brand CEOs, retailers and press representatives unite under one roof to create this singular setting. More than 4,300 journalists attending and disseminating real time show news to every corner of the planet, help propagate these trends around the world.

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FRANCK MULLER
GENEVE
VANGUARD



VANGUARD

Sailing in a new direction with its riveting shape, the collection Vanguard calls in for clean and futuristic aesthetics. It breathes individuality with its harmonious contours, flawless finesse and impeccably balanced proportions. Lines and curves have been worked to brew elegance along with its sporty characteristics.

With the classic Curvex case ensuring a firm grip on the Franck Muller traditions, the collection takes a new dimension with its distinct numerals. The appliqué relief numbers that instantly grab attention are carefully hand-polished and brushed. The audacious and aggressive numerals perfectly complement the striking dial and robust winding crown.



TONNEAU TRANSITION

Franck Muller focuses on exemplifying the Avant grade of luxury watches through deliberately unique design. The new Vanguard Series extends this mindset by taking the brand's style and design in a new and futuristic direction. By using classic Franck Muller techniques within the strong emphasis of its modern shaped case; the Series owns up to its namesake while still taking the bold brand in an unseen direction.

Due to the lone and independent nature of the Franck Muller made possible by industrial verticalisation, the brand can experiment with new styles of watchmaking with an innovative spirit whilst fully respecting the Swiss watchmaking tradition. No component of the timepiece, from the case to the movement, is dependent upon the construction of an outside company or distributor. This inherent functionality that is rewarded by in-house production has lead to the ability to start new fashions, as opposed to defaulting to the norm.

While many other watches within the Franck Muller line are built with numerous complications, making for ultra-complex and technical timepieces, the Vanguard series diverges from this trend by focusing on more subtle and refined accent points within the construction of the case and final touches among the dial.

The Vanguard sails in a new direction with its riveting shape and clean, futuristic aesthetics.

It breathes individuality with its harmonious contours, flawless finesse and impeccably balanced proportions. Lines and curves have been worked to brew elegance along with its sporty characteristics.

The case is a typical defining feature among Franck Muller timepieces. While most other manufacturers turn right to the safety of the watch in the round, FM has made a name for itself by turning left and creating shaped cases that call for highly specialized machining and movement design techniques.



MOVEMENT : Automatic

WATER RESISTANCE : 3 Bars

CASE DIMENSIONS : Width 44.00 mm X Length: 53.70 mm
CASE : TTNR / TT / SS / OR5N

STRAP : Rubber (bottom) with Croco (top)
and deployant buckle



The Vanguard Series evolves the classic Cintrée Curvex case which emphasizes bold lines and presents the dial in a three dimensional perspective while remaining sporty and fresh.

The dial is the main source of derivation for the Vanguard series. The dial sports hand-polished appliqué relief numbers. These bold and loud numbers along the dial parallel the equally ambitious winding crown sporting the FM logo and complement the bold, yet refined case. The hands ticking over the numbers evoke a similar presence due to their size and stroke.

Each dial displays a date complication while two options exist for either the classic or chronograph variant. The classic variant displays compass bearings around the bezel while the chronograph features a Tachymeter.

The Vanguard Series also takes the strap into high consideration to make the entire piece uniform. Instead of the regular spring-bar technique, the strap is artistically integrated into the case with the help of two unseen screws.

The continuity among this line, from the crown, to the case, to the accents within the dial, make for timepieces that truly encompass what is implied by the term "modern."

The Vanguard line is available in classic and chronograph variations with the available color schemes of titanium, rose gold and red Ergal aluminum alloy. ◆


NORTH
WEST
EAST
FRANCK MULLER
GENEVE
VANGUARD
28
TACHYMETER



Tour d'Elegance

There's one thing you'll notice when perusing the 18th fairway at Pebble Beach during the Concourse d"Elegance, the most famous classic car competition in the world. The cars are all parked. It's the spectators and judges who must move among them until the very end, when the winners are announced.

For many years, a completely free alternative to see these cars in action has existed in the form of the Tour d'Elegance, in which a caravan of rare and collectible automobiles embark on a scenic tour along the California coastline. Enthusiastic spectators stake out positions along the route, where they sit in folding chairs, camera in hand, recording the caravan of rare and vintage autos as they pass by. For those who might not have expected the Tour, it must surely be a surprising sight, the rattling and humming of antique chassis and engines slowly making their way along the coast.

Rolex serves as a title sponsor of four of the internationally recognized events that comprise what has become known as the Monterey Classic Car Week. In addition to the main event—the Concourse d'Elegance—there is the Quail, a less formal car competition held at the Quail Lodge and Golf Club; the Monterrey Motorsports Reunion, a series of races held at Laguna Seca; and the Tour d'Elegance.

For this year's Tour, we hitched a ride with classic car collector Bill Kuettel in his 1928 Lincoln V8, a chauffer-driven beauty commissioned by the former Peruvian Ambassador to France at the cost of $8,000 (or approximately $160,000 in today's money), making it the costliest Lincoln ever manufactured.

Bill, a gregarious and spry retiree in his 80s, piloted his prized Lincoln over the 60-mile course while regaling his passengers with stories about his car, his life and the watch on his wrist, an ultra-thin Rolex Cellini.

Bill proudly showed me his watch, which I'd been admiring as he guided his prized Lincoln through along the California coastline. He told me of how he purchased it through the sale of an older Rolex he had bought in Switzerland while stationed in Germany following World War Two.

Bill wasn't certain which model it was he had owned prior, but he described it as a fairly straightforward, manually wound stainless steel infantry watch. I was more than a little surprised that Bill would have sold a watch bought as a young serviceman overseas in order to finance a new horological acquisition, but he does love his Cellini and didn't seem the least bit sentimental about the watch that was. To him, the modern Cellini was a new gold watch, and



therefore more reliable and, quite simply, better. It was a slightly odd take on the situation, given we were sitting in his 90-year-old collectible Lincoln.

Our journey along the 60-mile course from Monterray up California's Pacific Coast included a scenic foray into Big Sur, a sublime section of coastline that made the trip for us. There, we took a break to park and photograph Bill's Lincoln with Big Sur in the background, the Tour d'Elegance being about as relaxed, and relaxing, an event as one can imagine.

On our journey back we stopped in Carmel-by-the-Sea where all of the participants parked their cars along a stretch of road in the center of town adjoining a park where a lunch was hosted for the drivers. There, locals could walk among and examine the cars while taking detailed photographs.

Participation in the Tour, it should be noted, can play a hand in the outcome of the Concourse d'Elegance competition. Should two cars from the same category tie in the jury's voting for first place, the nod goes to whichever elected to participates in this gentle ride. ◆





The Quail

I'll start by confessing that when I arrived in Pebble last August, I had no idea what the Quail was, though I thought the name was certainly interesting.

Held annually during Monterey Classic Car Week, the Quail is a second concourse taking place at the Quail Lodge and Golf Club in Antioch, California, a short drive from Pebble Beach. While Pebble is a very buttoned down and conservative affair, the Quail is a bit more carefree and fun, referring to itself not as a Concourse at all but merely as a gathering.

Indeed, that is precisely how the Quail got its start: as a loosely formed get together of like-minded car collectors who were in town for the main event at Pebble Beach. A number of them happened to be staying at the Quail's hotel and decided that it would be a a fine venue to show a handful of cars. In time, the Quail grew to become an essential stop for anyone making the trip to Monterey for a week of classic cars.

In addition to its car gathering, the Quail also hosts a gathering of fine and collectible motorcycles. And both the car gathering and the motorcycle gathering also feature tours on the roads around Monterey.

The atmosphere of the Quail is further reflected in the cars on display: many of them feature interpretive restorations that Pebble's Concourse might not allow. But the cars themselves are every bit worth the visit. This year featured a focus on coach-built Ferraris, the long-tailed cars of Le Mans, and a large selection of pre-1965 Porsches. The best of show went to a 1968 Alfa Romeo Tipo 33 Stradale owned by Mouse Motors. ◆






ROLEX
ACURA
BENTLEY
INFINITI
Cadillac
PORSCHE
Audi
JAGUAR
Mercedes-Benz
Bonhams
LAND ROVER
The Quail
THE PENINSULA


8







Talking Watches and **Racing** with **Sir Jackie Stewart**

Monterey Classic Car Week really does have it all for the classic car lover. Between the pomp of Pebble's Concourse d'Elegance, the fun of the Tour d'Elegance, the casual luxury of the Quail, and the action of the Monterey Motorsports Reunion, there is something for just about every car geek.

The Rolex Monterey Motorsports Reunion is a full program of racing at the famous Laguna Seca Raceway in Salinas, California. Sponsored by Rolex, the event features two days of practice and qualifying, followed by a full weekend of racing. The cars range from pre-1940s sport racing and touring, and racing cars produced as early as 1927, all the way up to vintage Formula One cars produced from 1967 to 1984.

This year, with the Shelby Mustang celebrating its fiftieth anniversary, the Reunion paid tribute to the classic American muscle car with a large display pavilion of classic racing Shelby Mustangs near the paddock area. Spectators were further treated to a full fleet of racing Shelby Mustangs, all outfitted in the classic white livery with blue racing stripes.



During my visit to Laguna Seca, I had the opportunity to sit down with Formula One legend and Rolex brand ambassador Sir Jackie Stewart. We talked about a range of topics that of course included racing and Rolex watches.

WRISTWATCH INTERVIEW WITH SIR JACKIE STEWART

WristWatch: How does today's Formula 1 compare to the racing of your time?

Sir Jackie Stewart: I think it's very similar. The great thing about Formula 1 Grand Prix racing is that the speed of technology and change is greater than any sport or any business of any kind. So the technology is constantly changing. It changes faster than anything, faster than IT, faster than pharmaceuticals, faster than financial services. But the animal remains the same—the driver.

In the watch business, there are not what I would call amazing changes. Of course there are changes with technology, but nothing like with Formula 1. I'll give you an example: from one Grand Prix to the next, which is ten days from when you finish the previous race until when you begin to practice and qualify for the next, there will be a minimum of six major changes. And that means designing it, manufacturing it, engineering it, assembling it, and putting it in the car. Aerospace—nothing—does it it happen that fast. That's what the great and exciting part of it is for the aficionados.

The racing itself is safer today than it's ever been. When I was racing as a Grand Prix driver, if I raced for 5 years, there was a two out of three chance that I was going to die. Not a good batting average. We recently went 21 years without losing a Grand Prix driver. Ayrton Senna died 21 years ago. And then we lost one other driver



recently following a race in Japan. That's very good example of risk management. So how has it changed? There's been evolutionary change all the time. We have 200 sensors on a Formula One car and it's being read via satellite. The cost is huge. It's the biggest capital investment sport in the world.

WW: Were you and your fellow drivers interested in watches, and what were some of the more popular models around the track?
JS: First of all, I never drove with a watch on. You never drive with a watch on. The last thing I would do before I got into a car was to give it to my team principal. And he kept it until I stepped out of the car and went onto the podium with my watch on. The reason for that is that if you have the wrong accident the watch and bracelet can tear the skin from your hand. It's called "degloving." This grows back well (gestures to the back of his hand) but the palm doesn't. So you don't wear a watch when you're racing. I think racing drivers have always liked watches. A watch is a very personal thing.

I bought my first Rolex in 1966. I was racing in Indianapolis. I got paid quite a lot of money to do it. And when I qualified I got paid more money. I went into a shop in Houston, Texas—the team owner I was driving for was a Houstonian—and thought: "I'm going to buy a Rolex watch." My first Rolex was an 18-karat gold Day-Date with President bracelet, so I went for the full monty, only because in Indianapolis in those days they were paying much more money than Formula 1. So that was my gift to Jackie. The technology and the touch and feel of a fine watch is something that I think racing drivers like. It's a status symbol almost.

WW: Do you remember your very first watch?
JS: My very first watch was a Juvenia. That was quite a fancy watch for me. As a kid growing up I didn't have a watch.

WW: What is it about Rolex that appeals to you?
JS: Well I enjoy having a lot of watches. I've been with Rolex for 47 years, which is pretty unusual. Arnold Palmer, Jean-Claude Killy and I all joined at the same time. There was a wonderful man named Andre Heiniger running the brand. He was almost responsible for what we see today as the success of Rolex. And I've been with them ever since. This watch I'm wearing now (shows the Daytona on his wrist) I got for being in pole position at the 1966 Monaco Grand Prix. It's rather nice that I still have the same watch. Last night I was wearing a watch that is 81 years old, a Rolex, that was given to me by one of the team owners. His father gave it to him when he was ten. And tonight, I'm going to wear a Milgauss. There's not many of them around. And I'm only wearing it because I'm in America, and it's a rare watch. I've never seen anybody wear a Milgauss. Andre Heiniger gave it to me when I won my first championship. I had just joined Rolex, and he thought it was a nice thing for me to have. I've normally got a Day-Date on my wrist. I like the new Daytona. I've got a rose gold one. So I love watches. It's men's jewelry. I like having more than one, and as a Scotman that's been very difficult.

WW: Have you visited Rolex and seen watches being assembled?
JS: Oh yes. I think Rolex has the most impressive corporate headquarters in the world. I've been to most of them whether it's Microsoft, or Ford Motor Company, or General Motors, or IBM, or American Express or Rolls Royce. Rolex has the most impressive. The manufacture of a Rolex watch is a neurosurgeon's clinical theatre. It's so precise and beautifully clean. The quality control is amazing. I've never had a mechanical problem with any of my watches.

WW: You retired from driving as the reigning F1 Champion. Did you ever wish that you had gone back for one more?
JS: Never once. I never had the seven-year itch. No regrets. When I retired, I made my mind up in April, and the last event was in October. Therefore I knew that every Grand Prix I went to was going to be my last—my last time in Monte Carlo, for example. So I was consuming it in a different way. I was drinking a full glass of nostalgia. I love the sport. I occasionally drive demonstrations and so forth, but I've never done a race again. ◆



Pebble Beach Concourse d'Elegance

The central event of the Monterey Classic Car Week is the Pebble Beach Concours d'Elegance, arguably the most prestigious classic car competition in the world. Held on the 18th fairway of one of golf's most breath-taking holes, nestled along a cliff overlooking the Pacific Ocean, it is the gathering point of the crème de la crème of vintage and collectible automobiles. Rolex is a main sponsor of the Concours d'Elegance, a natural fit given the rather obvious synergies between collectible cars and collectible watches.

Winners at each Pebble Beach Concours are chosen from among a range of classes, with a handful of cars nominated for the most prestigious award, Best of Show. This year, those nominees were a 1914 Rolls-Royce Silver Ghost Kellner Torpedo Phaeton owned by Doug Magee Jr. of Wolfeboro, New Hampshire; a 1937 Delahaye 145 Franay Cabriolet owned by Sam & Emily Mann, of Englewood, New Jersey; and a 1953 Abarth 1100 Sport Ghia Coupé owned by Grant Kinzel of Calgary Alberta. The winner, however, was a masterfully restored 1924 Isotta Fraschini Tipo 8A F. Ramseier & Cie Worblaufen Cabriolet owned by Jim Patterson/The Patterson Collection, of Louisville, Kentucky.

We were privileged to have Rolex ambassador and Formula 1 Champion Sir Jackie Stewart lead a tour of the cars assembled for the competition, which included a fleet of Shelby Mustangs outfitted in white and blue racing livery, Mercedes racecars from the 1930s and beyond, and the very car driven by James Dean in the classic film *Rebel Without A Cause.* ◆






1935 Mercedes-Benz 500K
Sindelfingen Roadster


Ferrari
250 EUROPE
Coupé A.VIGNALE


1949 Mercury 9CM
"James Dean" Custom Coupe



Rolex and Formula 1

Rolex's sponsorship of Formula 1 is strikingly apposite. That the world's best known luxury watch brand should share the stage with the motorsport's most prestigious racing series just seems, well, right.

At Formula One Grand Prix tracks around the world, large Rolex clocks, with their characteristic fluted bezels recalling the those found on some of Rolex's iconic watches, give the time.

In 2015, over the course of 19 Grand Prix held in Europe, Asia and the Americas, 20 drivers from 10 teams competed for the most prestigious title in motorsport, the Formula 1 season championship. The winner, Lewis Hamilton, was decided during the 16th race on the schedule, the United States Grand Prix, held from 25 to 27 September in Austin, Texas. Hamilton and his Mercedes F1 Team have been a dominant force in the sport over the last several years. He also won the championship in 2014.

Through its partnership with Formula 1, Rolex reaches a global audience of approximately 425 million viewers in 200 countries each year.

No Rolex Timepiece is as identifiable with motorsport and the track as the Daytona, itself named for the legendary Florida track that plays host to the 24 Hours of Daytona, an endurance race of which Rolex is also the official timepiece.

In 2013, Rolex commemorated this famous chronograph on the occasion of its 50th anniversary with a platinum case and bracelet, an ice-blue dial, and a ceramic bezel in chestnut brown. This highly collectible timekeeper, which marks the first time Rolex has made a Daytona in the noblest of metals, certainly does not come cheap. The retail price of Reference 116506 is $75,000. ◆




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NOMOS retailers in the US include Brinker's, Exquisite Timepieces, Fox's, Jack Ryan, Meierotto's, Timeless, Topper Fine Jewelers, Tourneau, Watchbuys, and Wempe. Find these and other authorized NOMOS retailers at **nomos-watches.com**, or order online at **nomos-store.com**

GEARS GREASE AND OIL

Traditional comparisons of our favorite micro and macro machines are most often tied together by the obvious correlations; dial to dashboard, movement to engine, and coachworks to watch case. But whether the torque outputs are measured in Newton Centimeters or Foot Pounds there is no doubt that both watches and cars carry an appeal beyond conflated construction elements. They both play on a man's visceral motivations with both the raucous roar of an un-muffled engine and the discreet ticking of a mechanical watch movement as the musical score that spurs the innate desire for big boy toys.

Understanding their audience, watchmakers have tapped into this natural connection with logos emblazoned on both the racing machines and their pilots alike. Living on the edge of traction, the combination of man and machine at the razor's edge of traction and control embody danger and create an adrenalin rush even an observer can appreciate.

That's not to say that all of these co-branded partnerships are as bold and brash as an F1 pilot. The car/watch relationship can also be expressed in more refined and gentlemanly incarnation as is shown by the partnership with various Concourse d'Elegance, rallies and club events that bring modern, vintage, and historic examples of both machines together each year.

Sponsorships grow and evolve; some are formal, some associative. Rolex's visual domination of Formula 1 and TAG Heuer's Indy 500 partnership make millions of messaging impressions among the general public. These same brands have also earned accolades in watch collector's minds by simple association. What collector is not aware of the added value of the "Paul Newman" edition of the Rolex Daytona, or the TAG Heuer "Steve McQueen" Monaco?

Regardless of the genesis, the fact is that cars (both street and race) marry perfectly to watches. Not to seem too chauvinistic—but maybe it's a guy thing. Guys love cars, and guys love watches. It's all too natural for them to form a testosterone-laced bond with both.

Motorsports watches come to life in an amazing array of styles and types. Aggressive racing stripes and dashboard-inspired dials are held in-place with perforated leather and rubber straps that leave little doubt as to the association. Others attach or imply the feel of the "gentleman" driver into more subtle incarnations of the automobile/watch connection. Following are some of our favorite motorsport choices.



Last year Bulgari marked Maserati's 100th anniversary with a custom chronograph to celebrate the occasion. Inside beats a superbly finished Swiss-Made automatic chronograph with column wheel controls. Outside automotive indicators include engraved tachymetric bezel and a Maserati logo enhanced counter-weight on the central (chronograph) seconds hand. A translucent blue sapphire crystal on the back commemorates the limited edition of 1914 pieces of the series.





The exquisite simplicity of the visage counterpoints the complex personality within Laurent Ferrier's own homage to motorsport. Only 5 examples of this watch will be offered with a dash of red on the dial and strap inspired by the rarified and refined atmosphere of the Pebble Beach Concours d'Elegance. Within the shaped case beats a rare motor with a double direct impulse "Natural" escapement developed and built by Laurent Ferrier himself.



Bold enough but not over-the-top, the Jacky Ickx edition of Chopard's flyback chronograph offers hints of racing inspiration without the all-out roar of an un-muffled engine. Black accents on a stainless steel case surround a chronograph dial that emphasizes the dash-board look of the limited edition.



Released last year, Hublot's special edition commemorates Ferrari's 60th anniversary with a Bang - a Big Bang that is. Woven carbon fiber outside and Hublot's own Unico engine within mark the historic milestone in a no-holds barred sports watch that begs to go fast.



The Tour Auto Edition of Zenith's El Primero 1969 Chronograph sports a racing stripe livery and offers a glimpse under the hood via the open-worked dial.



Ernst Benz's Chronoracer uses a popular vintage racing color combination to instill the feel of a motoring-inspired watch.

AUDEMARS PIGUET AND MICHAEL SCHUMACHER



Audemars Piguet Royal Oak Concept Laptimer Michael Schumacher came to life as a collaboration between Audemars Piguet and Michael Schumacher. Taking five years to come to fruition, Schumacher challenged Audemars Piguet to create a watch with the ability to measure and record an extended series of consecutive lap times. Crafted with compressed carbon, the watch will be offered in a limited-edition collection of 221 pieces in recognition of the number of F1 world championship point-winning races in which Michael Schumacher competed during his career.

The Laptimer Chronograph includes: a double central second hands with flyback, a 30 minute counter, small seconds, hours and minutes. The forged carbon case merges with a curved sapphire crystal framed by a titanium bezel with a titanium case back holding a sapphire crystal that offers a view of the amazing mechanism within.

Today Michael Schumacher remains out of the public eye as he has for the last two years. Sequestered away by family and very close friends, he remains in the fight of his life for recovery from a skiing accident in December of 2013. As a way to give back while honoring Schumacher and his unmatched achievements in racing, Audemars Piguet will donate a portion of the $229,500 collected for each Michael Schumacher Edition to the ICM: Institut du Cerveau et de la Moelle Epiniere (Institute for the Brain and Spine) in Paris, France.



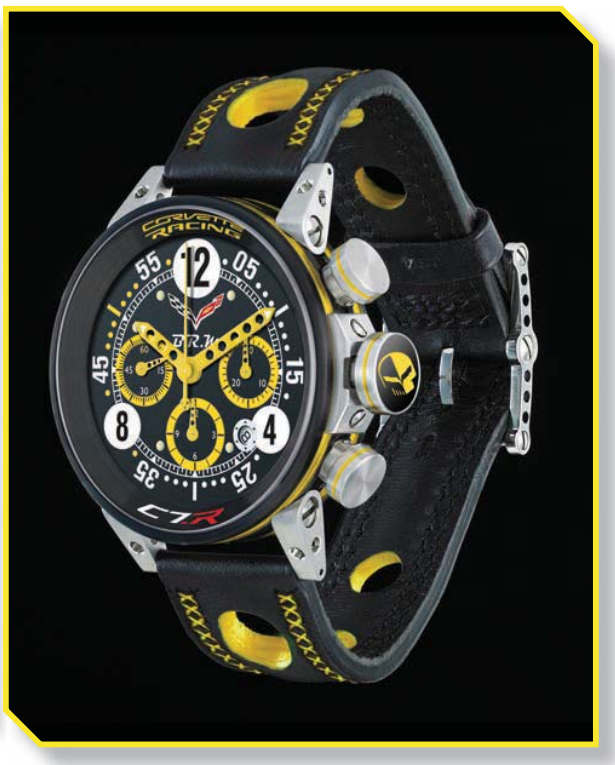
BAUME & MERCIER WITH SHELBY COBRA

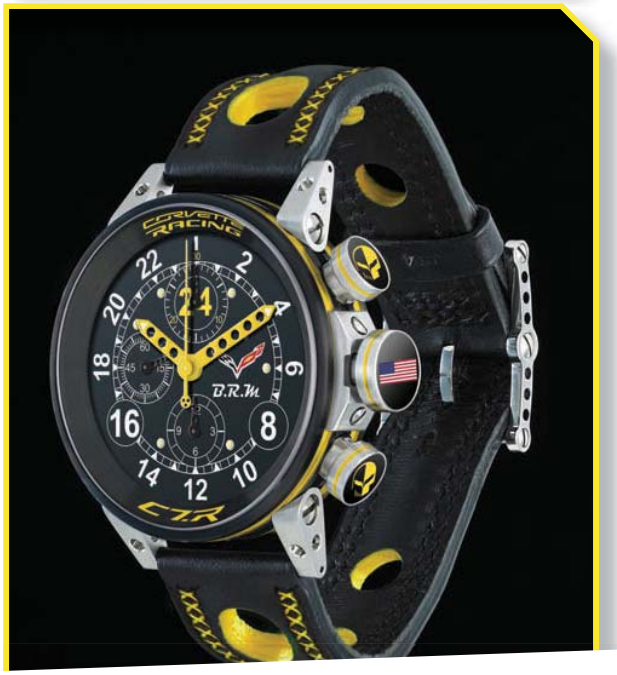


As a long-time fan of Baume et Mercier I'll admit that I've looked forward to the brand's eventual return to a sports watch ever since the demise of their Formula S in the 1990s.

The snake on the dial tells you in an instant that Baume is back in the sport watch mix. Baume & Mercier has indeed partnered with Shelby Cobra in a collaborative watch that captures the motorsport feel within the frame work of the existing Capeland coachworks, without losing its own personality. Moving out of the safely buckled, speed-limit abiding role of previous Capelands, this new Shelby Cobra watch downshifts and pops the throttle on the collection. A bi-compax dial with wide stripes, a speedometer-like sub-dial, and red accents supercharge the limited edition. Inside the 44 mm steel ($4,450) or 18kt rose gold ($19,950) case beats an automatic chronograph by La Joux Perret visible under Carrol Shelby's signature emblazoned on the sapphire crystal back.









BRM & CORVETTE RACING

Bernard Richard's watches have steadfastly fixated on motorsports as an ongoing source of inspiration for his brand. Rarely straying from this niche, BRM has developed a style that is instantly recognizable with porthole vented leather straps and contrast stitching holding in place a machined case suggestive of an engine's piston. BRM's latest partnership brings together another instantly recognizable profile of the Real McCoy, the Chevrolet Corvette Racing Marque.

Comprising only 100 numbered timepieces each, the first four series of watches are based on BRM's V12 chronograph and the V6 automatic. Both are available in a combination of yellow/black or black/grey. BRM is also offering two special editions of the V12 in recognition of the collection's debut at the 2015 24 Hours of Le Mans. Only 24 examples of each will be available in this numbered series. Prices range from $4,370-$10,750 depending on the series.

BELL & ROSS' GENTLEMAN DRIVER

Place your Ray Bans over your eyes with gloved hands, grab hold of the over-sized wood steering wheel and return to the style of the 1970s with Bell & Ross and their Vintage BR GT series. Clean and simple, the monochromatic case and dial of the Vintage BR GT are offered in a retro bi-compax chronograph ($5,000) or a Spartan three-hand edition ($3,300). Of course both are powered by automatic winding Swiss movements housed within the satin finished 42mm case. Although available with a perfectly fine brushed stainless steel bracelet, the pierced Alacantara strap is the go-to option for this clean and easy rider.



BREITLING & BENTLEY

This earth-bound association begun in 2002 and proved that the high-flying Breitling brand was willing to look beyond the pilot type to expand their base. Quickly becoming an archetype within the brand, the Breitling for Bentley partnership has come to fruition in a variety of materials, movements, and functions integrated into the series. Regardless of the engine within or the materials without, each Bretling for Bentley has integrated the calling-card "clous de Paris" or hobnail pattern (usually on the bezel, occasionally on the dial) that recalls the mesh pattern of a vintage automobile radiator grill. Two recent additions to the collection include the double-fast 30 second chronograph B06, and the black titanium GT3 with Breitling's unusual twin chronograph display.



CHOPARD & MILLE MIGLIA

From Happy Diamonds to Mille Miglia, the family-owned Chopard brand seemingly has a split personality. On one hand the brand has made some of the most exquisite ladies jewelry watches worthy of royalty, on the other, the brand has invested heavily in the decidedly masculine pursuit of motorsport inspiration. Chopard's latest collection honoring their Mille Miglia partnership first launched in 1988 comes to life in three variations: a three-hand chronometer, a tri-compax chronograph, and the "Power Control" model that adds a gas gauge type display as a power reserve to the three-hand look. Each version carries the symbolic red arrow Mille Miglia sign over the date window as a not so subtle reminder of the partnership.









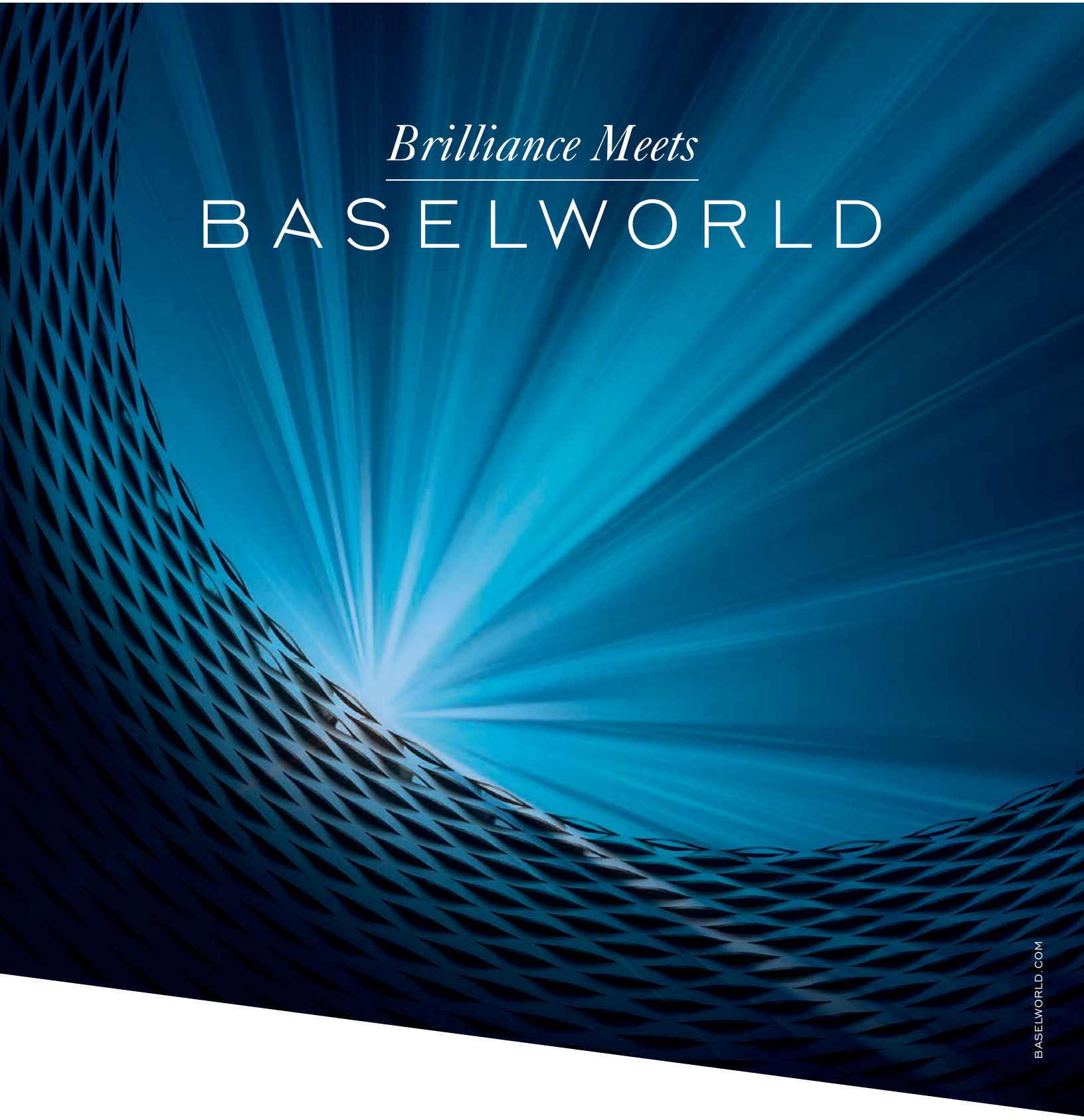
GRAHAM & SILVERSTONE

The Silversone series from Graham has experimented with color and incorporated new movements and functions within the racing theme. Our pick of three favorites here elicits various flavors of speed, sophistication and vintage in their own way.

A stripe of color on the tire tread straps and the Silverstone name on the dial leave little chance for confusion about what drives Graham's Silverstone RS series. The dial presents a bold take on the type with two over-size counters presenting a strong bi-compax look, while the running seconds has been converted into a small machined wheel that makes a perfect fit for the type. Both the Skeleton and GMT Silverstones pictured here display elements of their Swiss engines while toning down the color palette into the contrasts of black, tan, and gold instilling a more vintage motorsport feel.







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STEFAN JOHANSSON





Stefan Johansson's has run the gamut from piloting the open-wheel series of Formula 1 and Indy Car, to the endurance races of Sebring and LeMans. During his career he's stood on podiums and diced with some of the best drivers in the world. He also happens to be a huge fan of wristwatches and rather than simply sign on with an existing brand he has developed one of his own: Vaxjo.

Named for the city in Sweden and designed by Stefan Johansson, all Vaxjo Mark IX and Mark X timepieces share a number of distinguishing characteristics of form and function. A 60-minute chronograph register is uniquely set at the center of each dial; the E and G models feature a telemeter register, which measures the speed of sound, keeping focus on the fact that a fraction of a second makes all the difference in the world of racing; the 3D three-piece hour and minute hands, unique numerals, integrated crown protector and pusher mechanisms represent four of eight unique design features that have patents pending; the glass back is engraved with the piece's individual 'chassis' number and if desired, the owner's name. Inside each of these beats a Dubois-Depraz engine that is kept running (when not on your wrist) by the customized winding box supplied with each watch.







RICHARD MILLE FELIPE MASSA



Incorporating modern materials and engineering concepts into his radical luxury brand, it seems no material is too difficult to work with - or too expensive to produce for Mille - as long as it's light weight and cutting-edge.

Marking the 10th anniversary of their partnership with Formula 1 pilot Felipe Massa, Richard Mille has dedicated two new limited series that continue the brands exploration into unusual materials; the RM 056 and RM 011 timepieces. The RM 056 presents a the RMC Caliber RMCC1 as a sport tourbillon with major components crafted in titanium. It also adds a split-seconds chronograph as well as a power reserve and torque indicator to the mix of functions. As impressive as the movement may be, the transparent case around it is just as striking. Carved from a single block of sapphire, Mille claims it takes over 1000 hours to cut polish and prepare each two-piece case to receive its light-weight engine.

Counterpointing the transparency of the RM 056, the RM 011 boasts a case made from NTPT Carbon. Unlike regular carbon fiber, the NTPT process lays strands of carbon parallel, locks them in place with resin, heat and pressure, then and stacks them in 45 degree offset layers creating a unique look. Inside the space-age case is another grade 5 titanium movement that combines an annual calendar, a 60-minute fly-back chronograph and a countdown function. Massa's trademark colors and logo accent the dial, while his signature is etched on the back of both of these ten-piece limited editions that are truly exotic racing machines for the wrist.





TIMING ON THE TRACK

Tissot has been the official timekeeper of MotoGP, motorcycling's top echelon of racing, for 15 years

BY JONATHAN BUES

Tissot is no stranger to timing sporting events in which every millisecond counts. As the official timekeeper of MotoGP since 2001, the company has played a crucial role in developing a complex system for ensuring that an abundance of highly accurate data legitimizes the outcome of every MotoGP Race.

The Le Locle-based watchmaker is a member of the Swatch Group, the largest horological company in the world. In addition to manufacturing timepieces of a staggering diversity, from the humble Swatch watch to the luxury marques Breguet and Harry Winston, the group operates Swiss Timing Ltd., a division wholly dedicated to implementing sports performance timing systems. Most watch collectors have never heard of Swiss Timing, and why would they? It's not a brand in the proper sense. It is, however, an industry leader that has allowed Tissot to bring innovative electronic timing technology to bear over the long course of its partnership with MotoGP.

As the highest echelon of motorcycle racing in the world—the F1 of bikes, if you will—MotoGP races are held only at the major racing venues around the world. MotoGP and Tissot are responsible for bringing their own timing system with them from track to track as the season progresses. And the system itself is a highly complex one complete with built-in redundancies. And fittingly for the current media landscape, transponders mounted on the bikes themselves allow for racing aficionados to monitor races on their phones, computers and tablets via an official MotoGP app that gets its information directly from the timing system.

WristWatch had a rare opportunity to see how Tissot manages its responsibility for timing the world's oldest motorsport world championship during the second race of the 2015 MotoGP series, in Austin, Texas, home of the state-of-the-art Circuit of the Americas.

Our behind-the-scenes immersion in the world of MotoGP included an in-depth seminar on just what constitutes 21st century motorsport timing, along with a tour of the Circuit of the Americas, one of the newest, state-of-the-art tracks in the sport. (It also







plays host to the only Formula One race in the United States.)

Our tour included a walk through pit lane, where we saw teams making last-minute modifications to the bikes in the hours and minutes leading up to the race itself. This kind of intensive tweaking of the technology, in which teams invest massive amounts of capital in order to gain a strategic edge, is likely familiar to those who follow top tier car racing like Formula 1.

Tissot's own popular brand ambassador, Nicky Hayden—known to fans as the Kentucky Kid—was entered into the race, his 200th since he began racing in MotoGP. Nicky told us that while he loves the Circuit of the Americas facilities and relishes the chance to race in front of an American crowd—he is currently the only American racing in MotoGP—the course layout was not one of his favorites in the series. Still, Nicky made a respectable showing, finishing near the center of the pack.

As he always does when racing in Austin, Nicky took time to meet and greet fans at the Tissot tent, signing autographs and, in the case of those who bought his new limited edition Nicky Hayden Tissot T-Touch, the collectible helmet watchcase that comes with that watch.

TUDOR AND DUCATI





Tudor and Ducati have enjoyed a strong and successful partnership since 2011, when the watchmaker released the Fastrider Chronograph to celebrate both youth-oriented, sporty, high-performance brands.

In 2014, Tudor was the official partner of the Diavel Drag Race at World Ducati Week, a major biannual Ducati event that attracts Ducati fans by the tens of thousands from all over the world.

The Drag Race, a two-day challenge, drew Ducati riders and famous names in the brand's history to compete in a drag race on-board the Ducati Diavel Carbon. After warm up and qualification, each racer competed alone for a best time, followed by the actual race in which two drivers went head-to-head over a 400 meter course that follows a straight line from a standing start. The winner of the final round received a Tudor Fastrider Black Sheild chronograph in matte black ceramic.

BY GARY GIRDVAINIS

Code Name OXCART; Call Sign DUTCH





Cutting an aggressive profile with swept wings and a vertically compressed body trailing behind, the needle nose of the world's fastest jet reached speeds exceeding three times that of sound. What's even more astounding than the futuristic fuselage and sky-blazing performance is the fact that these birds were actually fledged in the early 1960's! As the precursor to the record breaking SR-71 Blackbird, the A-12 Oxcart was brought to life at the behest of the CIA as the spy plane that would replace the aging and somewhat vulnerable 1950's era U2. Engineered by the Kelly Johnson led Skunkworks team, the goal for the A-12 Oxcart was to create a platform that could fly at least three times the speed of sound (about 2,300 MPH) with an operational ceiling of at least 90,000 feet. Mission accomplished 1962.

Although these 60's era speed-demons of the sky are all retired, the Roadrunners International web-site www.roadrunnersinternationale.com documents and memorializes the almost inconceivable achievements and the once top-secret details surrounding Area 51 and the men and equipment of the world's most amazing aviation era. Along with the history of the aircraft you'll also find the personal stories of the skilled test pilots; "drivers" as they were called, recruited by the CIA to push these titanium-skinned raptors to speeds literally faster than a speeding bullet. Like the planes they once flew, the five surviving drivers carrying the call sign "Dutch"(along with their own two-digit #), as well as the entire program that brought the Oxcart into existence, are now being commemorated in a timepiece by a small American-based watch brand.

After the recent launch and presentation in Las Vegas, Roadrunner Association president T.D. Barnes expressed his appreciation of the project: "I can envision your unique watch becoming symbolic of high-flying aviation and aerospace as Bulova did in the 1960s. The dinner was delightful and so meaningful to your guests. Dr. Griffin, Buz Carpenter, and Tony Bevacqua were blown away


HAGER



Recently the owner of Hager watches was able to organize an evening in Las Vegas that brought two of the five surviving Oxcart aviators together to honor their high-flying accomplishments with their own edition of this release timepiece. Pictured here: Ken Collins, A-12 Oxcart pilot - call sign "Dutch 21", Pierre Brown, owner of Hager Watches, Frank Murray, A-12 Oxcart pilot - call sign "Dutch 20", Chris Becker, Dubois Depraz Americas business development manager.



by the invitation and dining experience." Ken Collins aka "Dutch 21" offered his own thoughts after wearing the watch for a few weeks "The Hager Skymaster A-12 Cygnus watch is the professional watch for the professional aviator….multi-functional, precise, handsome. It has the classic look and feel of the triple-sonic A-12 Black Bird. When wearing my watch, it captures a lot of attention".

Located in Hagerstown Maryland, Hager watches are designed in the USA by Pete Brown and have been offering a variety of military-esque mechanical watches designed and assembled locally from top quality cases, dials, bracelets and movements sourced from suppliers around the world. This latest addition to the Hager Professional series, the Skymaster Roadrunner Limited Edition Chronograph is a substantial step up for the nascent brand and boasts a 62 jewel Swiss Made movement custom built for Hager by the famous Dubois Depraz manufacturer. The Calibre DD 2016 was modified to create an eccentric sub dial layout within the robust 44 mm x 14 mm brushed/polished stainless steel case and offers a new take on the bi-compax display. Tested as water resistant to 10 atm, the Hager Skymaster A-12 is capped with a domed sapphire crystal surrounded by a luminous ceramic 24-click bidirectional 12-hour countdown bezel that also functions as a GMT. Integrated chronograph pushers and a partially inset screw-down crown also highlight the unusual integrity and thoughtfulness of the construction. The front the stadium dial sports the Road Runners International logo under luminous hands, on the back is a sapphire disk imprinted with the unofficial Cygnus patch from the fabled fliers. Another subtle nod to detail is the slide lock extender on the deployant buckle that allows for a perfect fit and an easy finite adjustment—without the need for any tools.

Retail price has yet to be confirmed but is expected to land in the $3,700-$4,200 range for the first limited edition of 250 pieces, with a black DLC version scheduled to follow. Each watch will be numbered on the case back and Certificate of Authenticity to show its position within the run of 250. This timepiece will also come with a museum-quality 1/72 scale die cast model, a poster of the A12, a "Remove Before Flight" keychain, an A-12 Article 128 CIA coin and Cygnus flight patches. As part of its partnership with the Roadrunner's Association, Hager will donate a portion of the proceeds from each sale of this limited edition to the Roadrunners Association so they can continue to preserve the history and heritage of the U-2, A-12, YF-12, and SR-71 programs for others to enjoy. **www.hagerwatches.com** ◆


SKYMASTER
Professional
330ft-100m
TACHYMETER



Finesse and the steady hand of the watchmaker are needed to install a UTC dial.

A BEAT OF ITS OWN

Jaeger-LeCoultre marches to its own true beat

There's no question that Jaeger-LeCoultre has truly mastered the various métiers of function and form, and few brands can compare to the astonishing stable of movements and complications—or the amazing jewelry and horological art watches crafted by the historic house. One side effect of having such a rich CV is always the same—what's next? Keeping momentum within existing models is as important as merging new releases into the collection, and the recent trend among almost all brands to search archives and recycle a particular type for another stint on the main stage can only go so far.

This year Jaeger-LeCoultre decided to tip their hand early as to what's new. Perhaps as a teaser/tactic to have the spotlight to themselves prior to the big fairs, Jaeger's North American President Philippe Bonay called in the editorial troops for a review of something just a bit different.

The simpler of the two new Geophysics benefits from a mild



Close-up of the UTC dial

Just a single millimeter wider than the time/date Geophysic at 40.6, Jaeger's True Second UTC comfortably puts the world on your wrist in a dial display cast in a gradient lacquered dial surrounded by two inner chapters that indicate the time around the globe. A North Pole view looks down on the hand-applied continents from above. The UTC retails for $15,000 in steel or $25,000 in 18-karat pink gold, and all versions are available now.

work over from its predecessor. It's a bit biger, at 39.6mm, with small changes to the hands, markers and case profile that only hint at the development within. Of course the world time Geophysic UTC is a completely new and an extremely handsome addition to the series.

To be sure, the real eminence with both of these new watches is the movement. Calibre 770 (772 for the UTC marks a seminal moment on Jaeger's timeline and is likely to have a long-term ripple effect throughout the brand as this new platform incorporates two engineered elements that can become staples within Jaeger's future watches. The first of these two new mechanisms is the "Gyrolab" balance. Initially vetted in the Jaeger "Master Compressor Extreme Lab One" from 2007, this "bar" type balance is now making its debut in a commercially available series. The Gyrolab Balance has been exposed to extreme temperatures, impacts, and timing tests that have proven the design ready for prime time. Mimicking the shape of the JLC logo, this balance brings advantages in potential accuracy and as a side effect will also make it nearly impossible for counterfeiters to duplicate – at least for a while.

The second, more obvious addition to the new movement is the jumping or dead-beat central seconds hand. Called the "True Second" by Jaeger, this stop-and-go second hand does not actually add any additional information, so I'm loathe to call it a "complication," yet it adds a rhythm that has ridden the horological roller coaster of approbation (accurate pendulum clocks) to denigration (quartz analog) back to a recent ascendancy within a few boutique brands



Jaeger's Gyrolab balance was originally tested in 2007.

A threaded back frames a large sapphire window allowing a full appreciation of the superb new Calibre 770/772.

Blue lacquer oceans contrast the applied gold land masses in the top-shelf version of the new True Second UTC.

Jaeger-LeCoultre's Calibre 770 remains a svelte 6.57 tall even with the additional gear train of the True Second function. A total of 270 individual components come together in a 36 jewel movement that has a 40 hour power reserve. Geneva Waves grace bridges held in place with counter-sunk and blued screws under a solid 18kt gold winding rotor, now machined from a single block of gold.

(Paul Gerber, Habring, DeWitt, Gronefeld, Arnold & Son, Jaquet Droz) that have returned the mechanical jumping seconds to good graces. Up until now these rare dead-beat second watches were also extraordinarily expensive, making what Jaeger has done all that much more impressive. Not only have they fitted their own extra gear train for the True Second in the same height case as the previous Geophysic – they even made it *less* expensive than its arguably more mundane predecessor with a retail price of $9,050 (down from $9,800) in stainless steel ($17,500 in 18-karat pink gold).

In addition to the time/date version, JLC has also produced a world time version dubbed the UTC. Caliber 772 powers the new Geophysic and shows just how easily the 770 can morph into another functional profile. From the front the world time displays a progressively colored lacquer dial as viewed from the North Pole with dual inner bezels displaying the time around the world.

It makes sense that JLC decided to launch these outside the bright lights and horological overdose that is Geneva in January. These tectonic changes at Jaeger-LeCoultre are subtle and may take a bit more time for the press to digest, appreciate and promote. While the new caliber 770/772 may not have the initial impact of a multi-axis tourbillon or a new Grand Complication, this new engine will thrive in almost any chassis and will likely become a new calling card for the brand.

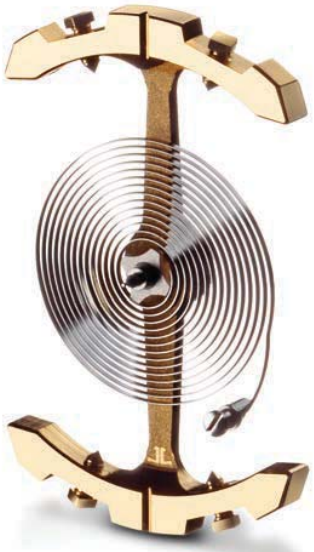
An analogous moment in wristwatches might be the launch of

the Omega's Co-Axial escapement. After testing, introducing, and refining it, Omega has now integrated George Daniels' famous assembly into the majority of the watches they produce. Another more recent example may be Ulysse Nardin's own Suspended Anchor escapement. It has the same potential to claim an iconic status within the brand across types—although it is still in its early stages. Jaeger's Gyrolab balance and True Second display have the same potential as immediate brand identifiers and a new cornerstone in Jaeger-LeCoultre's history.

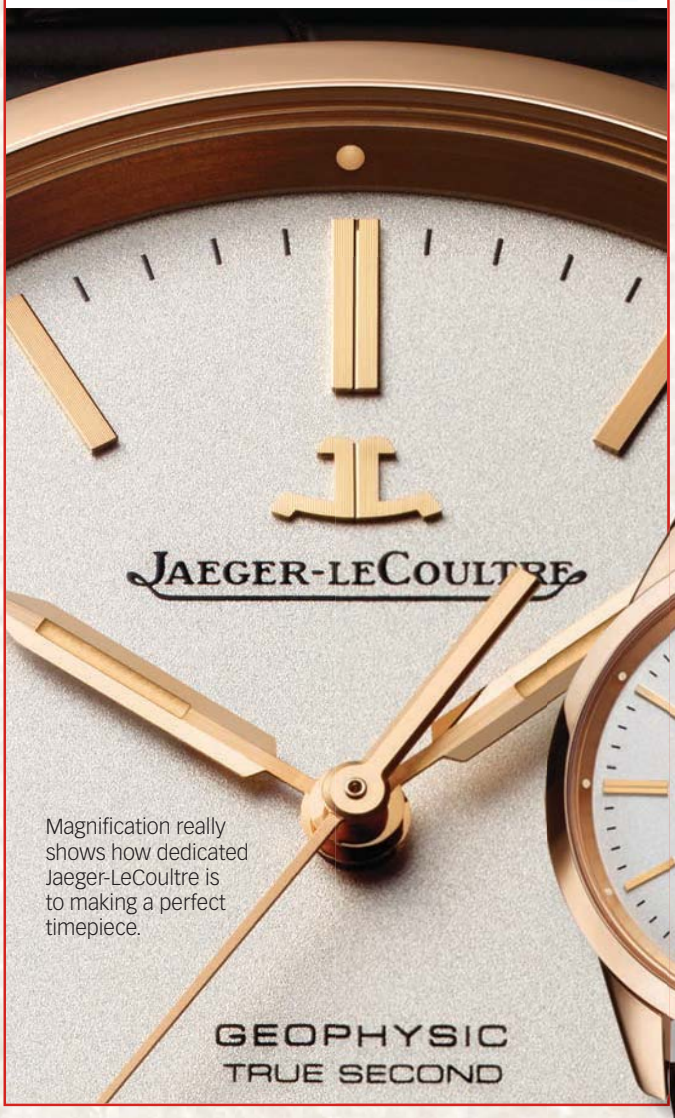
One thing that many watch buyers do not often consider at the point of sale is serviceability. Given its innovative new mechanism we asked our own master watchmaker and advisory board member, Don Loke, to have a look; and while innovative and very interesting, he points out that the new mechanism eschews over-complication; qualified watchmakers should be comfortable working on it for service and repair.

Since the return to favor of mechanical watches in the 1990's, the staccato "crawl" of the mechanical movement has represented a membership of sorts. At a glance a watch was obviously either mechanical or quartz. However, along with the return of the mechanical watch, an educated electorate is now aware that lesser examples "crawl" in the same space, and collectors have learned to look more closely at the merits of each watch in front of them

Jaeger-LeCoultre may very well be at the cusp of a sea change moment, and I'm certain that savvy watch lovers are sure to be looking closely to see if that JLC you're wearing is crawling along—or jumping to the True Second beat. ◆



The "Gyrolab" bar type balance was first tested on Jaeger's technological test-bed of the Extreme Lab series in 2007. Two adjustment screws are inset within the bar ends to minimize fluidic resistance and allow for fine timing adjustments. The hair-spring integrates a modified "dog-leg" terminus, keeping the entire hair-spring on a single plane and likely saving the extra clearance space of an overcoil.



Magnification really shows how dedicated Jaeger-LeCoultre is to making a perfect timepiece.



Replacing the cool look of steel with the warmth of 18-karat gold will cost an additional $8,450 as the 18kt pink gold Geophysic True Second retails for $17,500—all else being equal.



A view from the bottom of the True Second system reveals the critical star shaped gear that triggers the instantaneous jump of the center-second hand via a release finger. Note the sprung gear near the center wheels that keeps the "play" at an absolute minimum during the snap action of the one-second jumps.





QUALITY TRUMPS QUANTITY

Having recently handed over the reins to his only son, Waldan Watch's founder Oscar has brought the past and future together. For his own part, Oscar Waldan is as old school as they come. Preaching about the finite qualities that mattered in the business of watches as well as the timepieces themselves, he would tear apart almost any other brand's product as easily as he tore into his tuna sandwich during one of our casual lunch meetings. During his prime he had influence on historic brands including Tiffany & Co, Universal Genève, Ebel, and even Rolex among others. On the other hand his son Andrew is decidedly new school. Currently in his mid 20's he has melded the experiences of working under and with his father, while applying his own marketing and management style to the Waldan brand.

As a child of Oscar, Andrew knows only too well the inherent qualities his father demanded. Often inflexible, Oscar always thought he did it better than the "big" guys. Andrew Waldan now benefits from the dual parentage of an occasionally irascible perfectionist father and the digital era. Andrew has embraced the social and digital outreach he perfected while working in his prior career as a DJ to now promote the qualities and extend the reach of the Waldan Watch brand. One look at the new web-site tells you there is something new in the messaging and a clearly modern energy powering the brand. Adding to the digital reach, Andrew is also opening a New York show-room to personally welcome potential clients into the Waldan Brand.



Historically few other publications have given Waldan or his watches the time of day, but they are definitely a brand apart. The Astronic Chronograph featured here encompasses every detail of top-quality construction and design. Thanks to Oscar's foresight in buying high-quality mechanical movements when most brands were abandoning them in the 1970's, it also houses a chronometer certified (COSC) Zenith El Primero movement. Cased-up and tested on an individual basis, each Waldan is effectively built to order. Once assembled each watch then goes through a series of tests for timing, water resistance and power reserve to guarantee perfection once assembled.

At just a skosh under 40mm in diameter, the 18-karat stepped gold case still weighs in at a hefty 44 grams—that's more than 1 ½ ounces of gold surrounding the 1969 El Primero 36,000 bph chronograph movement within. Although a bit small compared to some of today's super-sized wrist-wear, this is the exact size case that these movements were designed to fit so you won't find any huge plastic spacers centering a movement within an over-sized case at Waldan. Proportions mattered to Oscar and with the recent trend of more reasonable (and comfortable) case sizes, Waldan's watches will fit right in.

If you're looking for the perfect combination of a dress watch with a sporty twist - and like the idea of it housing a rare movement saved from the scrap heap of the 1970's quartz onslaught, then the American-owned and operated (since 1979) Waldan Watches are ready for your wrist. ◆

Quantum Calendars

It has been nearly forty years since Audemars Piguet introduced their fist wristwatch with a perpetual calendar movement inside. On the following pages we'll revisit a bit of that history and recall the brand's mechanical perseverance during the quartz era, but before you turn the page, enjoy a moment reviewing Audemar's latest Royal Oak to house the perpetual calendar complication.

Launched last year in rose and white, this latest Royal Oak Perpetual Calendar arrives in an 18-karat yellow gold case and benefits from the usual impeccable finish AP applies to every aspect of the watch. Polished bevels counterpoint the brushed finishes on the remarkably slim case, while the "tapisserie" dial in Prussian blue evokes a masculine feel and compliments the brighter tones of the yellow gold. Inside the 41 mm case resides and equally well-dressed automatic winding perpetual calendar caliber 5134 visible through the large sapphire back.

Gerald Genta's 1972 design was and remains a fusion of sport, style, and fine watch making with few equals. The Royal Oak has seen dozens of permutations through the years, and back in 1978 this instant classic was to become the platform for AP's first wristwatch with perpetual calendar caliber 2120/2800. This movement became a staple for the brand that was curating a focused collection during leaner times. Audemars Piguet's manufacturing capabilities, combined with a private ownership, allowed them to nimbly adapt to the somewhat evanescent (and occasionally gaudy) nature of the 1970's-80's well to do collectors without abandoning the "haute" in their horology.

Take a moment and enjoy the details of this latest Royal Oak Perpetual Calendar and the Caliber 5134 within the new yellow gold case. When you turn the page you'll be among the first to view the work of Audemars Piguet's' own historian Michael Friedman, and their Heritage and Museum Director Sebastien Vivas as they bring you back to the origins of AP's first perpetual calendars.



A remarkably slim movement allows the Royal Oak Perpetual Calendar to achieve near-perfect proportions of 41mm x 9.5mm and is as easy to wear as it is on the eyes.

Caliber 5134 is an extra-thin movement with a suspended barrel. The oscillating weight is guided by a peripheral ring rolling on four ruby runners that reduce friction and wear to a minimum. Moon phase indicator is laser micro-structured on an aventurine and is designed to require correction every 125 years and 317 days. Entire movement is hand finished to the finest haute horological standards.





A close look at the modern AP Caliber 5134 reveals the finesse and finish of a modern Audemars movement and just a hint of its 1978 era caliber 2120/2800 parentage.

Thickness: 4.31 mm
Diameter: 29.00 mm
Jewels: 38
Power reserve: 40 hours
Winding: Bidirectional automatic, Balance wheel with variable inertia blocks and flat balance-spring, Mobile stud
Frequency: 2.75 Hz (19,800 BPH).
Total number of parts: 374.



Caliber 5134 on display under the sapphire back.



CALIBRE 2120/2800

CHAPTER V

The calibre 2120/2800 turned out to be a revolutionary movement, not only for Audemars Piguet, but also for the Swiss watch industry in general.

Launched in 1978 during the height of the quartz crisis as quartz-regulated watches threatened to sweep away nearly 500 years of watchmaking history, this extremely thin movement demonstrated that there was still a future for traditional complicated watchmaking.

The calibre 2120/2800 did not come about as the result of a management meeting, nor was it part of a 5-year or 10-year strategic plan. It was the brainchild of three watchmakers who were committed to their profession and extremely concerned about the current situation they were witnessing. One of the three, Michel "le Mic" Rochat, who ultimately worked at Audemars Piguet for 34 years, initiated the project in the greatest secrecy. He constructed the first mock-ups out of cardboard in collusion with Jean-Daniel Golay, founder of the technical department. The blueprints were then drawn up with the help of the Vallée de Joux horological school. The third accomplice, Wilfred Berney, founder of the after-sales service, contributed his watchmaking expertise with the suggestion that the calendar module should be matched with the exceptional calibre 2120 movement that was introduced in 1967 and powered the first Royal Oak models in 1972.

In 1977, they presented the prototypes to Georges Golay, who had been at the helm of Audemars Piguet since 1962. The result was spectacular. The ultra-thin underdial work of the perpetual calendar combined with the world's thinnest selfwinding movement achieved a total height of just 3.95 mm.

By the 1970s, wristwatches with date apertures at 3 o'clock had become a widespread feature, however perpetual calendar wristwatches were extremely scarce as only Audemars Piguet and Patek Philippe had been producing examples in series. It was not yet known how great of a demand there was for such complicated timepieces. It was a high-risk gamble, but a year before the launch of the first model, Georges Golay commissioned the production of 159 perpetual calendars, almost as many as the total number of calendar wristwatches made since 1924. This initial commission was only the tip of the iceberg as their immediate success resulted in the rapid acceleration of production.

Systematic perusal of the archives reveals a sharp contrast with the previous period. A total of 7,219 perpetual calendar watches were put into production over a period of 15 years. Among the 70 different models made, the first, reference 5548, was produced in 2,187 examples, but with great variation. Apart from a few exceptions, production in small series remained the norm; almost 200 versions have been documented with the overwhelming majority of models produced in series of fewer than 100 watches. Fifty-eight references comprised fewer than 40 watches, while 14 models consisted of just a single example.

Unlike in the interwar period, white gold was the least popular material with hardly 200 watches in that colour, while three-quarters of the total production were in yellow gold. Platinum overtook pink gold, steel and bicolour versions with nearly 600 watches. While all the movements were decorated by hand to the highest standards, 272 of them were completely openworked as skeletonised movements.

The extremely thin calibre 2120/2800 movement underwent several technical developments over the 15-year period. Collaboration between the manufacturing workshops and the after-sales service saw seven major modifications undertaken to the perpetual calendar underdial work. At the same time, case construction was modified to increase water resistance.

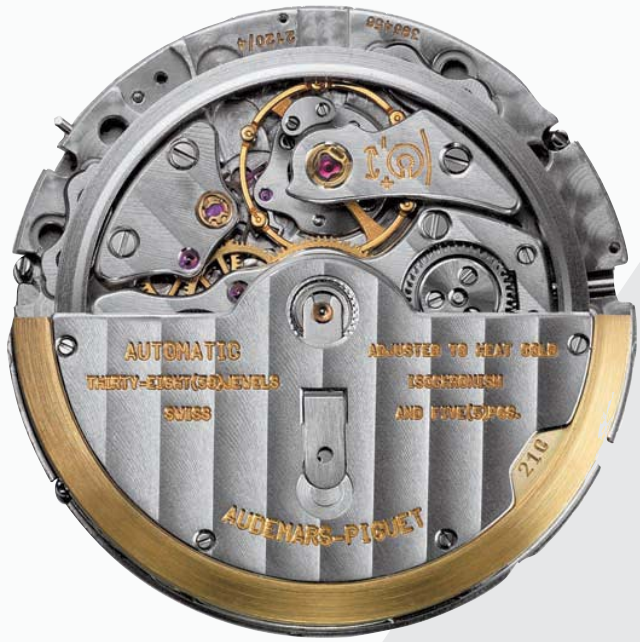
It is commonly held at Audemars Piguet that the Royal Oak watch, launched in 1972, saved the company from the ravages of the quartz crisis. However the crucial role played by the perpetual calendar is often forgotten. Fifteen years after the 5548 model was launched, the Audemars Piguet workforce almost doubled to reach 285 employees.

This achievement showed the way forward for the rest of the Swiss watch industry that had lost nearly two-thirds of its workforce between 1974 and 1984. It also gave a boost to the craftsmen and women at Audemars Piguet who continued in their role as the pioneers of the resurgence of complicated wristwatches. They released the first ever selfwinding tourbillon watch in 1986 (calibre 2870), before reintroducing the minute-repeating wristwatch in 1992 (calibre 2865), the grand strike clockwatch as a wristwatch in 1994 (calibre 2868) and the grand complication wristwatch in 1996 (calibre 2885).

CALIBRE 2120/2800



Dial side view



Bridge side view

DESIGNATION	2120/2800
DIAMETER	28 mm (12½ lignes)
THICKNESS	3.95 mm
MOVEMENT BLANK	LeCoultre
UNDERDIAL BLANK	Dubois Dépraz
FEATURES 38	driven-in jewels. Baseplate, bridges and winding rotor in Geneva stripes, rhodium plated. Underdial plate in circular-grained special steel. Steelwork with polished chamfers and straight-grained surfaces. Polished screws.
REGULATING ORGAN	Free-sprung balance with inertia weights, or circular balance with index adjustment, flat spring. Adjusted in 5 positions. Shock absorbers.
CALENDAR	12-month star-wheel with two cams and a Maltese cross for the leap year function. Pushpieces to set the days, dates and moonphases. Painted moons then sapphire-crystal moons.
SELFWINDING	Ultra-thin central rotor in 21-carat gold on jewel bearings.
PRODUCTION	(1977-1993) 7,291 units
MODELS	(1977-1993) 70 references in at least 190 versions

CALIBRE 2120/2800

MODEL 5548 (25548)

Jacqueline Dimier joined Audemars Piguet in 1975 as a young artist and immediately made significant contributions to the company, including the design of the first Royal Oak for women in 1976. In 1977, she provided the cutting edge design for reference 5548, which both influenced and anticipated the overall aesthetics of wristwatches that emerged in the 1980s. The stepped bezel makes reference 5548 immediately recognisable, and it went on to inspire a number of models produced by other watch companies. The overall height of 7.8 mm and 37.2 mm diameter are a reminder that the fashion for oversized watches, launched by the Royal Oak Offshore in 1993, was not yet current.

The 5548 model is the first watch fitted with the calibre 2120/2800 and the watch made in the greatest numbers (2,187). This version of the calibre had the longest production run of 13 years. In the record-breaking year of 1984, production of reference 5548 reached a peak of 675 watches out of the 1,066 perpetual calendars made during the same year.

Like all the other four-digit references, the 5548 was given an additional number "2" between 1984 and 1985 to become the reference 25548.

DOCUMENTED EXAMPLES	2,187
INDICATIONS	Perpetual calendar: days, dates, months hands, age and phases of the moon. Hours, minutes.
PRODUCTION YEARS	1977-1990
SALES	1978-1994
MATERIALS	Yellow gold (2,070), white gold (80), platinum (32), steel (4), pink gold (1)
DIAMETER	37.2 mm
CASE & MOVEMENT NUMBERS	Between 174,000 and 346,000
NOTE	Replaced by model 25657



Audemars Piguet perpetual calendar watch, movement N° 274319, consecutive case N° C21525, consecutive model N° 2156. Made in 1985, sold in 1986. Inv. 1445.

CALIBRE 2120/2800

MODEL 5554 (25554)

In 1984, when Audemars Piguet fitted its Royal Oak model with the calibre 2120/2800 movement for the first time, the company's watchmakers combined two legendary features: the unique design created by Gérald Genta and introduced in 1972 and the world's thinnest selfwinding perpetual calendar with a central rotor, first introduced in 1978. During the 10 years covered by our investigation, 1,630 Royal Oak perpetual calendars were put into production. Of the 10 different models, six references were made in fewer than five examples. The initial version, reference 5554, was made in only 279 examples, most of which were cased in yellow gold and only one of which was cased in platinum.

DOCUMENTED EXAMPLES	279
INDICATIONS	Perpetual calendar: days, dates, months hands, age and phases of the moon. Hours, minutes.
PRODUCTION YEARS	1984-1991
SALES	1985-1993
MATERIALS	Yellow gold (229), steel (49), platinum (1)



Royal Oak Perpetual Calendar, prototype of model 25554. Inv. 455.

CALIBRE 2120/2800

SOME WATCHES FROM THE AUDEMARS PIGUET HERITAGE COLLECTION

The round perpetual calendar watches preserved by the Audemars Piguet Heritage department are but a small fraction of the versions created by the company. We have selected a few important examples to highlight the work of the craftsmen and women — watchmakers, engravers and specialists in gem setting and openwork.



12-sided openworked perpetual calendar, model 5564PT (16 examples, of which 14 in platinum), movement N° 227069, case N° C12134, made in 1983, sold in 1985. Inv. 1130.



Perpetual calendar, set with baguette diamonds, model 25579BC (19 examples, of which 8 in white gold), movement N° 273819, case N° C4610, made in 1984, sold in 1985. Inv. 1579



Perpetual calendar with an engine-turned dial, model 25657PT (1,824 examples of which 128 in platinum), movement N° 373953, case N° C97806, made in 1992, sold in 1993. Inv. 755.

SOME WATCHES FROM THE AUDEMARS PIGUET HERITAGE COLLECTION



Perpetual calendar with a four-leaf clover dial, model 25681OR (123 examples, of which 28 in pink gold), movement N° 324681, case N° C66276, made in 1989, sold in 1990. Inv. 776.



Openworked perpetual calendar, model 25668BA (205 examples, of which 94 in yellow gold), movement N° 294476, case N° C51512, made in 1988, sold in 1989. Inv. 392.



Perpetual calendar with an engine-turned dial, model 25657BA (1,824 examples, of which 1,309 in yellow gold), movement N° 373937, case N° D7678, made in 1992, sold in 1993. Inv. 1589.



Perpetual calendar with a diamond-set dial, model 5579BA (19 examples, of which 11 in yellow gold), movement N°273833, case N° C7027, made in1984, sold in 1985. Inv. 1377.

CALIBRE 2120/2800

THE COMPLETE LIST OF MODELS FROM 1978 TO 1993

This list is the result of the manual and thorough analysis of the production registers. It brings together all the watches fitted with the calibre 2120/2800 movement manufactured for 15 years beginning with the launch of reference 5548 in 1978. In addition, 108 documentary pictures from the Audemars Piguet archives illustrate the most significant versions of each model.

The list goes as far as 1993, for that year marked the dawn of a new era. The quartz crisis had come to an end by then, and with it the pioneering role of the calibre 2120/2800 movement. The company thus reintroduced the indication of the leap year cycle with the calibre 2120/2802, the manufacture of which started in 1993 to gradually replace the calibre 2120/2800. Perpetual calendar underdial plates were also created for other basic movements, including the calibre 2003/2805, sold from 1993, and the calibre 2132/2805. Furthermore the calendar was combined with other complications: with chronograph (calibre 2126/1839), with minute-repeater (calibre 2867/2807), and with new functions including the annual calendar (calibre 2224/2814) and the day-date (notably the calibre 2127/2827).

In short, there's enough material here to fill another book devoted to all that has occurred and has continued to be developed and introduced since 1993.

NOTES

- The references are arranged in numerical order on the basis of the four-digit model numbers (ignoring the initial number 2 of the five-figure reference numbers).
- This Complete List of Models is accompanied by a selection of 110 archival pictures, classified by reference number.
- The sale dates are those of the delivery by Audemars Piguet Le Brassus to the brand's agents and retailers. They can sometimes precede the dates of the public presentation, which generally happens at the Basel Fair.
- Post-1993 production is not taken into account, even for models that continue beyond that date.

MODEL FIVE-DIGIT REFERENCE SINCE 1984-1985	FORM	PRODUCTION YEARS	SALES	MATERIALS	NUMBER OF PIECES
5548-25548	Round	1977-1990	1978-1994	Yellow gold (2,070), white gold (80), platinum (32), steel (4), pink gold (1)	2,187
5549-25549	Round	1977-1991	1979-1992	Yellow gold (156), white gold (19)	175
5550	Round	1979-1983	1980-1984	Yellow gold	11
5551	Octagonal	1977-1981	1980-1981	Yellow gold	11
5552-25552	Round	1977-1985	1980-1986	Yellow gold	5
5554-25554	Royal Oak	1983-1991	1983-1993	Yellow gold (229), steel (49), platinum (1)	279
5557-25557	Octagonal	1980-1991	1981-1991	Yellow gold (123), yellow and white gold (85), white gold (4)	212
5558-25558	Round	1979-1988	1981-1990	Yellow gold (154), platinum (62), steel (3), white gold (1)	220
5561-25561	Special (12 sides)	1980-1987	1981-1988	Platinum (30), white gold (10)	40
5562-25562	Round	1980-1986	1981-1989	Yellow gold (18), platinum (9)	27
5564-25564	Special (12 sides)	1981-1988	1983-1989	Yellow gold (2), platinum (14)	16
25566	Round, openworked	1988-1989	1990-1992	White gold	4
5568-25568	Special (12 sides)	1983-1988	1984-1992	Platinum (11), yellow gold (2), white gold (3)	16
5569-25569	Round, openworked	1981-1983	1984-1988	Yellow gold (5), platinum (1)	6
5579-25579	Round	1982-1989	1983-1992	Yellow gold (11), white gold (8)	19
5582-25582	Round, openworked	1981-1988	1983-1989	Yellow gold (10), white gold (2)	12
5583-25583	Octagonal	1983-1986	1984-1988	Yellow gold (7), yellow and white gold (2)	9
5585	Round	1983	1984	Yellow gold	1
25586	Special (12 sides) openworked	1981-1984	1985-1987	Yellow gold (1), platinum (1)	2
5592-25592	Round, openworked	1981-1988	1984-1990	Platinum	9
5599	Special (12 sides)	1984	1984	Yellow gold	1

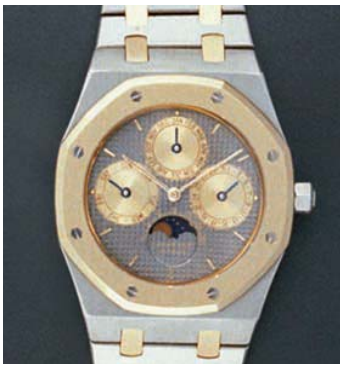
MODEL FIVE-DIGIT REFERENCE SINCE 1984-1985	FORM	PRODUCTION YEARS	SALES	MATERIALS	NUMBER OF PIECES
25605	Round, openworked	1981-1983	1985-1989	Yellow gold	4
25607	Round, openworked	1981-1983	1985-1988	Yellow gold	3
25616	Round	1984-1987	1985-1988	Yellow gold (12), white gold (2)	14
25618	Round	1984-1988	1985-1989	Yellow gold (11), white gold (7)	18
25619	Round	1984-1991	1985-1992	Yellow gold (5), white gold (1)	6
25624	Royal Oak	1984	1985	Yellow gold	1
25634	Round	1984	1986	Yellow gold	1
25636	Royal Oak	1983-1993	1986-1996	Yellow gold (126), steel (52), two-tone (49), platinum (34), pink gold (3)	264
25648	Round	1987	1988	Yellow gold	1
25649	Round	1985	1987	Platinum (2), yellow gold (1), white gold (1)	4
25651	Royal Oak	1983	1986	Yellow gold	1
25652	Round	1985-1990	1986-1991	Yellow gold (34), pink gold (3)	37
5654-25654	Royal Oak	1982-1993	1983-1998	Yellow gold (422), steel (272), two-tone (72), platinum (33), white gold (1)	800
25655	Round	1985-1989	1987-1990	Yellow gold	18
25657	Round	1982-1993	1983-1998	Yellow gold (1,309), pink gold (362), platinum (128), white gold (16), two-tone (5), steel (1)	1,821
25659	Royal Oak	1984-1993	1988-1995	Yellow gold (3), platinum (1)	4
25661	Round	1985-1994	1988-1997	Yellow gold (244), white gold (32), pink gold (29), platinum (37)	342
25667	Round	1986-1992	1988-1996	Yellow gold (18), pink gold (5)	23
25668	Round, openworked	1988-1993	1989-1996	Yellow gold (94), platinum (79), pink gold (30), white gold (2)	205
25669	Round, openworked	1989-1991	1990-1992	Platinum	3
25670	Round, openworked	1988-1993	1988-1997	Yellow gold (4), platinum (9), pink gold (6)	19
25671	Round, openworked	1983-1990	1988-1993	Yellow gold (1), white gold (1), platinum (1)	3
25673	Round	1988-1990	1989-1992	White gold (5), yellow gold (3)	8
25674	Octagonal	1987	1988	Two-tone (1)	1
25675	Round	1987	1988	Yellow gold (1), white gold (1)	2
25678	Round	1986-1992	1988-1994	Yellow gold	4
25680	Round	1988-1989	1989-1991	Yellow gold (7), platinum (1)	8
25681	Round	1988-1991	1989-1994	Yellow gold (82), pink gold (28), platinum (13)	123
25686	Royal Oak	1987-1993	1989-1997	Steel (85), yellow gold (70), platinum (26), two-tone (33), pink gold (9)	223
25687	Royal Oak	1992	1994	Platinum (2), yellow gold (1)	3
25688	Royal Oak	1989	1989	Platinum	1
25689	Round, openworked	1988	1989	Platinum	1
25690	Round	1988-1991	1989-1995	Yellow gold (6), platinum (5), white gold (1)	12
25691	Round	1988-1989	1989-1990	Yellow gold (2), white gold (1)	3
25693	Round	1989-1991	1990-1993	Yellow gold	3
25694	Royal Oak, openworked	1988	1990	Platinum	1
25699	Round	1989-1990	1990-1992	Platinum	3
25700	Round	1989-1991	1990-1992	Platinum (11), yellow gold (1)	12
25709	Round	1990	1991	Platinum	1
25736	Round	1991	1993	Platinum	1
25738	Round	1991-1992	1993-1994	Platinum	7
25739	Round	1991	1992-1993	Platinum	2
25740	Round, openworked	1990-1991	1992-1993	Platinum	5
25741	Round, openworked	1990	1995	Platinum	1
25755	Round	1992	1994-1996	Platinum (2), yellow gold (1)	3
25769	Round	1992	1994-1996	Yellow gold (1), platinum (1)	2
25786	Round, openworked	1991	1995	Yellow gold	4
25811	Round	1992	1996	White gold	1
25841	Round	1992-1993	1996	White gold (1), platinum (1)	2
TOTAL					7,291

CALIBRE 2120/2800

THE COMPLETE LIST OF MODELS FROM 1978 TO 1993



554BC-OO-0344BC-01



554SA-OO-0344SA-02



557BA-OO-0515BA-01



558PT-OO-A002CR-01



561PT-OO-A002CR-01



566BC-ZS-0657BC-01



579BA-ZZ-0521BA-01



583BA-OO-A002CR-01



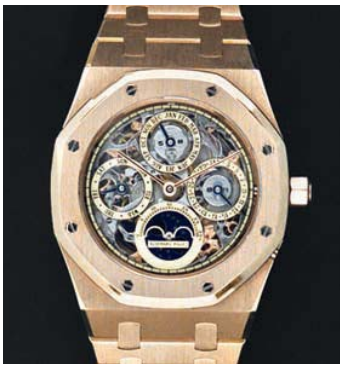
586PT-OO-A002CR-01

CALIBRE 2120/2800

THE COMPLETE LIST OF MODELS FROM 1978 TO 1993



616PT-OO-A002CR-01



636OR-OO-0344OR



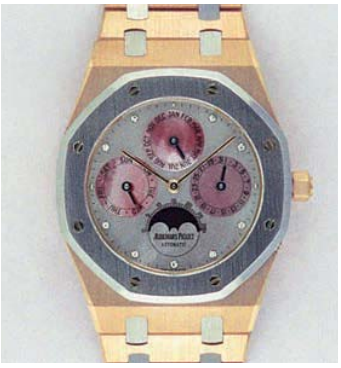
636SP-OO-0944SP



649BC-OO-0705BC-01



681PT-OO-A002CR-01



686RP-OO-0944RP



686ST-OO-0944ST



700PT-ZZ-0867PT-01



786BA-SS-A022CR

ENLISTING TIME

BY NOEL POIRIER, TIMOTHY CARN, AND ADAM HARRIS



Sponsored by Gallet Watch Group and hosted by the National Watch & Clock Museum, the 2012 Enlisting Time exhibit featured the personal timepieces of a number of American military veterans from the eighteenth century to the modern era. This article highlights a few of the timepieces. To see all items in the exhibit, visit the exhibit's website: www.enlistingtime.nawcc.org.

Timing is critical to the success of every military engagement. Although strategy, tactics, and technology have changed over time, the need for accurate timing has not.

The kind of timepiece that military personnel carried was determined by the nature of the wartime and the technology of their day. Warfare tactics determined who needed a timepiece and the most useful form for that timepiece. War played a significant role in the growth and popularity of the wristwatch we wear today.

Timepieces became essential items for military personnel in all branches of service. They were functional tools for the commander and soldier alike, and they also had great emotional and sentimental value to the men and women who carried or wore them. These watches may not represent great leaps in horological development, but they are significant reminders of the importance of timekeeping in the story of the fighting military personnel. They are tangible reminders of their service and sacrifice and aid in examining how people have "enlisted time" throughout history.

George Henry Beamish enlisted in the 204th Battalion of the Canadian Overseas Expeditionary Force on March 15, 1916. The Toronto Beavers, based in Toronto, ON, had been recruiting at a rate of about 450 men a month. As World War I progressed and casualty rates were rising, the need for new replacement troops became urgent. New battalions formed and sent troops to England as fast as possible. In March 1917 the Toronto Beavers sailed to England and were absorbed into the 2nd Reserve Battalion.

Beamish served in France with Canadian Corps Headquarters Sub-Staff and was discharged from service on June 16, 1919, because of injuries. After he was discharged, he moved to Detroit, MI, and worked as a Prudential retirement insurance agent. He died in Detroit on July 14, 1962, at the age of 70.

Today, there is a plaque with 102 names in the lobby of Old City Hall in Toronto to honor the men in the former 204th Battalion who died during military service in World War I.

Watch info: WWI, circa 1915, "Trench Wristwatch" fitted with a crystal–more commonly referred to as a "shrapnel" guard. Case is nickel plated, with fixed wire lugs. Manual winding, detached lever wristwatch. Round white enamel, Arabic (12 in red) dial with original luminous (radium) numerals and hands, sunk subseconds at 6 o'clock. Crown at 3 winds and sets hands, fitted with a nickel-plated guard to protect the glass and dial. This crystal or shrapnel cover was named "The Improved Mesh Guard", patent number 11638/16.







Watch has the original brown leather strap. On the case back is the track mark left from the Kitchener-style strap that has rubbed on the nickel case for 100 years.

2nd Lt. James Richard Hoel enlisted as a cadet in the Army Air Corps in February 1942 and soon found himself navigating a B-26 Marauder with the help of his Gallet chronograph, a gift from his employer before he left for the war.

On May 17, 1943, Hoel's plane, along with nine others, was shot down while on a mission to destroy an Axis-held power plant. Hoel's bomber received substantial damage from ground fire and crashed into the Maas River in Axis-held Holland. He and three other survivors swam to the closest shore only to be greeted at gunpoint by a German officer and 50 of his men. Thankful to have escaped with his life and preoccupied by the serious situation at hand, Hoel did not spend much time mourning the loss of his watch in the crash.

Now a POW, Hoel was sent to Stalag Luft III where he did his part in creating the tunnels made famous by the movie The Great Escape by helping slowly disperse soil from the excavation around the yard. Of the 76 who escaped through the tunnels, 23 were recaptured, 50 were executed, and 3 made it to freedom.

As Hitler watched the Allies closing in and he saw his time was up, he began to consolidate POWs in Stalag VII-A Moosburg, a single well-protected camp close to Munich, so they could be used to bargain with the Allied Forces. For many of the 10,000 POWs walking up to 70 miles through one of the coldest winters in recent European history, it was a death march. Those who survived the ordeal, like Hoel, had very little to look forward to once they reached the camp. They were greeted by overcrowding and starvation until the war ended.

Fast forward to August 27, 2003, when Hoel received a phone call from England at 6:30 in the morning from a man who said he had his missing Gallet chronograph lost so many years before in the crash. The watch, nearly forgotten by Hoel, had spent most of the last 60 years kept in the drawer of one 89-year-old "Tiny" Baxter among other World War II memorabilia collected by his mother in England. While "Tiny" never thought to ask his mother how she came to own the watch, it may have been recovered while the airplane was being salvaged from the river after the war.

The watch, in a state of disrepair, was restored to its original working order. Soon, Hoel and his watch found themselves on the bank of the Maas River at the site of the crash, together with his son and Peter Cooper, the man responsible for tracking down Hoel after all these years. Although he was greeted with a hero's welcome, the



day was bittersweet for Hoel, knowing that the real heroes were the ones who paid the ultimate price for their country.

Watch info: WWII, circa 1940s, chronograph wristwatch. Case is stainless steel with spring lugs, manual winding two-button chronograph. Round metal dial with luminous (radium) Arabic numerals and hands with center sweep seconds hand. Outer rim has a black "TELEMETER" scale graduated 2 miles to 12 miles, for calculating the speed of sound in miles per hour. In the center is a red spiral or "Snail Tachometer Scale" first patented in 1917 by Amez-Droz (patent number 39276), graduated from 600 mph to 60 mph, for calculating miles per hour over a fixed mile. Two chronograph dials: one at 3 o'clock to register up to 45 minutes and a "running seconds" dial at 9. Incorporating an in-house Caliber 42 movement manufactured by Excelsior Park, Gallet's sister company, it has a "crown wheel" design, 14 lignes, 18,000 BPH, and 17 jewels.

Warren H. Greenawalt Jr., following in the footsteps of his father, enlisted in the Navy in May 1943. He was trained at the Navy Training Station in Sampson, NY, and went on to aviation machinist school.

Some months later, Greenawalt found himself stationed on Tinian, a small Pacific Island, as a "Plane Captain" of a JRB-4 twin engine Beechcraft. His duties consisted of maintaining and piloting the craft, and he frequently flew the plane to the island of Guam for meetings with Admiral Nimitz.

On one such trip Greenawalt and his crew brought over some crates of tomatoes to share with the men of the aircraft carrier Boxer. In return for the tomatoes, Greenawalt received the Charles Nicolet Tramelan on display.

Some of Greenawalt's more memorable war experiences include witnessing the *Indianapolis* deliver the atomic bomb and seeing the crew of the *Enola Gay* cloistered from contact behind fences to avoid letting slip any information about the dropping of the atomic bomb.

Watch info: WWII, circa 1940s chronograph wristwatch. Case is stainless steel with spring lugs, manual winding two-button chronograph. Round metal dial with Arabic numerals and original blue steeled hands with center sweep seconds hand. Outer rim of dial has a "TACHOMETER" or "TACHYMETER" scale in blue graduated from 1,000 mph to 60 mph, for calculating miles per hour over a fixed mile. There is also a "TELEMETER" in black, graduated from 2 miles to 20 miles for calculating distance of sound in miles per hour. Two chronograph dials: one at 3 o'clock to register up to 45 minutes and a "running seconds" dial at 9 o'clock. The Charles-Nicolet–Tramelan chronograph incorporates a Landeron Caliber



39 movement; the top pusher starts the chronograph sweep second hand, and the bottom pusher stops and resets it and the counter to zero. Breguet overcoil hairspring, 17 jewels, 18,000 BPH, no shock protection. The Charles Nicolet Co. was founded in 1886 by Marc Nicolet, and he made his first timepieces in Tramelan, a town in the Jura Bernoise, Switzerland. In 1920 Charles Nicolet founded the Nicolet Watch Co.

William L. Holcom was a B-26 navigator assigned to the 13th Bomb Squadron, "The Devil's Own Grim Reapers," stationed in Japan since the end of World War II as part of the occupying force. It was one of the first squadrons to see combat in the Korean War because of their closeness to the Korean peninsula.

Navigating in the dark with the rudimentary equipment available at the time was no easy task. The 13th Bomb Squadron took part in many night missions, despite the extra challenge it posed for the plane's navigators. One such night mission resulted in Holcom missing in action. Holcom was given the opportunity to take an extra mission one night. Knowing that every mission got him one day closer to going home, he accepted. The plane never returned. To this day, the family of pilot Hobday, who regularly flew with Holcom and was given the watch after that mission, is trying to find any remaining relatives so they can return the watch.

Watch info: Korean War period Hamilton master navigational (GCT) pocket watch. GCT stands for Greenwich Civil Time, a term adopted by US astronomers after the measurement of Greenwich Mean Time was switched from a noon start to a midnight start. The entire watch was covered by MIL-W-5492 after the creation of the MIL-X-YYY Military Standards series; before that it was covered by Army/Navy standard AN-W-26. The 4992B movement is a 16-size; it was designed for use as a navigational instrument aboard military aircraft. During World War II technicians at Hamilton realized they could adapt the 992 to meet the navigational requirements of the US armed forces, especially the Air Force. The movement was re-engineered to a higher standard than the 992, with the addition of a 22nd jewel; the escapement was altered to a 24-hour escapement. The Lepine movement is 22 jewels, timed and adjusted to 6 positions plus temperature (total 9) (hot, cold, isochronism, crown up, crown down, crown left, crown right, dial down, and dial up), bimetallic balance wheel, with compensation screws, Breguet overcoil spring and a "fine adjustment regulator." Dial is metal marked



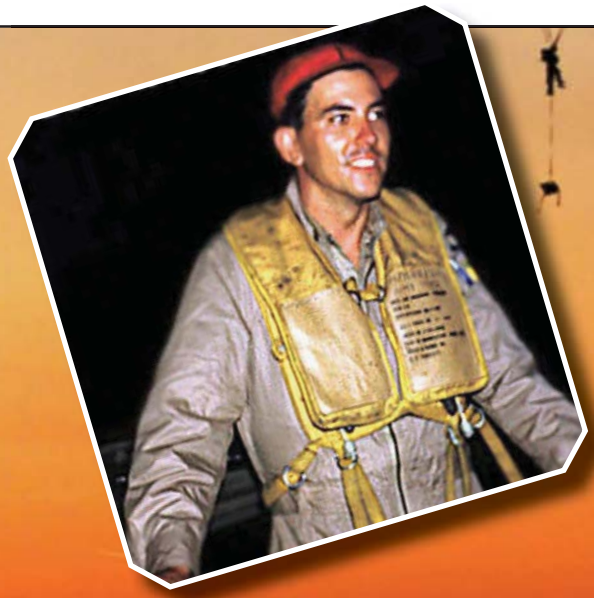


in 24-hour intervals with an outer minutes/seconds chapter ring marked in 5-second intervals, indirect center sweep seconds hand. Case has a coin edge screw on back and front for a tight hermetic seal. Lepine-style case with crown at 12 o'clock, fitted with a Lepine movement modified to indirect center sweep seconds.

This watch was worn by Staff Sergeant Jason Shiflet, a Lancaster County native, during Operation Iraqi Freedom I. It worked well and accompanied him throughout the invasion until June 25, 2003. On that day, while acting as the quick reaction force, Shiflet and his platoon were responding to reports of Marines in Contact. Moving quickly to the scene, the Light Armored Vehicle that Shiflet was commanding rolled over when an irrigation canal collapsed beneath it. Shiflet was injured and medically evacuated. Shiflet's gunner, Corporal Gregory E. MacDonald, was killed. The watch accompanied Shiflet to Germany and eventually home and has not been set or cleaned since that day. Shiflet deployed to Iraq again in 2007 and retired from the Marine Corps Reserve in 2011 after 20 years of service. Corporal MacDonald was one of the finest men he ever knew.

Watch info: Circa 2001 Timex Expedition easy-set bezel alarm watch. Quartz analog with Arabic numerals, blue steeled hands and a white, center sweep seconds hand, date window at 3 o'clock, and crown at 3 o'clock that sets hands. An additional crown at 4 o'clock sets an hour and minute alarm. Water resistant to 165 feet and mineral "sapphire" glass.

Through personal interviews with surviving veterans the Museum staff realized that the watches these men and women wore were more than just timekeepers. The watches connected them to a significant and emotional experience in their lives. The Museum hopes that through the continued presentation of these timepieces on the exhibit's website that others will share their watches and their stories with the public. ◆





OMEGA PRESENTS THE WORLD'S FIRST MASTER CHRONOMETER

OMEGA and METAS share the creation, process and results of the Master Chronometer certification.

At a press conference held at OMEGA's HQ in Biel, Switzerland, the world's first Master Chronometer has been made official. Not only does this represent a momentous occasion for the brand, it also sets a new standard in watchmaking.

In 2014, OMEGA and the Swiss Federal Institute of Metrology (METAS) announced their collaboration on a new watch certification, whereby precision and performance would be tested and approved like never before. A year on, and the entire process is now fully active. With a new METAS Lab housed within OMEGA's own operations, the Globemaster has officially become the first watch to achieve the "Master Chronometer" rating. Swatch Group CEO Nick Hayek was joined by Dr. Christian Bock, Director of METAS, as well as Stephen Urquhart, President of OMEGA, and Andreas Hobmeier, OMEGA's Vice President of Production and Procurement.
OMEGA PRESS INFORMATION 21 October 2016 2 /3
For further information, please contact: OMEGA International Press Office - Rue Jakob-Stämpfli 96 - 2500 Bienne 4 - Switzerland – Tel. +41 32 343 9211 - Fax +41 32 343 9715 - press@omega.ch – www.omegawatches.com/press
OMEGA is a company of the Swatch Group, the largest manufacturer and distributor of watches and jewellery in the world.
Opening the press conference, Nick Hayek described the importance of the moment.

"We all know about the importance of beautiful products, history and innovation. But one other thing is so important. That's trust. Trust for our consumers. By working with an independent organization such as METAS, we can be transparent for the consumer, and reconfirm that the Swiss watch industry is the leader in precision and innovation."
METAS has of course been a critical partner in creating the new Master Chronometer certification. Speaking on stage, Dr. Bock described the importance of their role and reconfirmed the message of trust.
"Trust is the core of our business at METAS. We are a government agency, the leading centre for all measurements in Switzerland. And above all, we are consumer and client driven. That's why it was important to ensure that this new standard for mechanical watches is open to every brand."

While industry-standard COSC certification remains an integral part of OMEGA's process, the new METAS testing will effectively double the certification of each watch, giving OMEGA and other Swiss watchmakers the opportunity to demonstrate the quality and timekeeping performance of their watches to a greater extent than has previously been possible. With 8 tests carried out over 10 days, each watch must pass a range of criteria that replicate real-life wearing conditions, including exposure to magnetic fields of 15,000 gauss.

After explaining each individual test, Mr. Hobmeier proudly displayed the world's first Master Chronometer, the Globemaster, while briefly describing the effort involved in its creation.

"Trust is something you can only gain if you walk the talk. Our team has been working very hard with METAS to perfect the details. It is an honour to present the first watch that has passed these tests."

The test results of the watch were also shown, demonstrating how customers can check the individual results of their watch by going online. Having achieved this milestone, OMEGA has signalled the future of the brand. As a renowned watchmaking pioneer, this occasion will certainly rank as one of its most defining moments.

PATEK PHILIPPE TRAINS WATCHMAKERS



The opening of the Patek Philippe Horology Program of New York is yet another step in the company's intention to raise the quality of training and increase the pool of professional watchmakers. The New York Horology Program will be utilizing the same successful curriculum as in the one launched in Shanghai in 2013.

The Patek Philippe Horology Programme of New York aims to become the most comprehensive in-house training center. Apprentices who will follow the complete two-year training program are selected from a large pool of candidates and will be offered a long-term position once they have successfully completed the curriculum. Almost 300 applications have been received for the 6 positions offered for the fall program. The very first session began in September 2016.

The two-year program aims to train apprentices in advanced theory and practice of fine watchmaking, more particularly machining and manual skills, to fully master Patek Philippe quartz and mechanical movements. At the end of their training, graduates will be able to successfully repair all Level 2 watches that include all quartz and basic manual and automatic winding mechanicals. They must work independently to identify, analyze and solve problems for all watches within their skill set. "We are thrilled that the program will expose the world of watchmaking to six special candidates", said Larry Pettinelli, President Patek Philippe's USA arm – the Henri Stern Watch Agency.

Laurent Junod, who was appointed Director of Technical Training at the Patek Philippe Horology Programme New York, added: "Working for Patek Philippe over these last 27 years, I have gained experience as well as a deep appreciation for the fine timepieces we create. I look forward to passing on my knowledge of and passion for Patek Philippe watches to the next generation of watchmakers."





IS LOUIS MOINET'S VERTALOR THE BEST TOURBILLON IN THE WORLD?

VERTALOR has won the International Chronometry Competition. The organizer's analogy offers a perfect summary of the demanding standards for the contest: "the Chronometry Competition is the equivalent of five Formula 1 Grand Prix races – without a single pit stop!"

The scientific validity of the Competition is based on five tests, including three measurement cycles, exposure to magnetic fields, and exposure to impacts. These particularly rigorous tests lasted four whole months. Winning the gold medal is an acknowledgement of both talent and performance – the extent of which may be grasped by considering that the strength test alone comprises no fewer than 150 impacts.To commemorate this First Prize, Louis Moinet proudly presents its new "Chronometry" Vertalor model.





MANFREDI JEWELS EXPANDS BUSINESS TO OPEN A SECOND LOCATION IN NEW CANAAN, CT

After being at their Greenwich location for 27 years, Manfredi Jewels has opened a second location in New Canaan, CT. The new boutique is located at 72 Elm St. which was formerly Henry C. Reid & Son Jewelers.

Exclusive to New Canaan, the store carries Rolex, Baume & Mercier, Roberto Coin, Marco Bicego, Leo Pizzo and Gregg Ruth among other brands. The New Canaan location has undergone substantial renovations to modernize the space that includes a new Rolex corner. Both stores will complement and enhance each other and provide a larger assortment of fine jewelry and watches at both locations to better serve their clients.

Jewelry and watch expert, Kimberly La Du, is the Managing Partner of the new store along with Manfredi Jewels owner, Roberto Chiappelloni. Ms. La Du has been a staple in the community for over a decade and has been vital in the growth of such brands as Rolex, Roberto Coin, Hermes and Baume & Mercier in New Canaan.

"We're so pleased after 27 years to expand our business with a new store in New Canaan," says owner Roberto Chiappelloni. "I have great respect and admiration for Kimberly La Du and the business she has built in New Canaan. We hope this new location will add convenience for our existing clients in the area, and allow us the opportunity to introduce Manfredi to new customers in the community."

Manfredi Jewels has always been known to be the first to bring many luxury brands to Fairfield County and in many cases the first store in the US to carry premier watch and jewelry collections. They pride themselves on offering such prestigious brands as Bulgari, Vacheron Constantin, IWC, Gucci, Breguet, Audemars Piguet, and Omega exclusively in Fairfield County.

Manfredi's current collection of over 30 brands of fine timepieces is the culmination of owner, Roberto Chiappelloni's many years as a timepiece enthusiast. Before starting this business, Roberto was a collector himself and started the business in hopes of sharing his passion with the Greenwich community and bringing some of the lesser-known brands to the United States. Today, Manfredi is one of the top destinations in the USA for timepiece collectors and enthusiasts alike.



ROGER DUBUIS OPENS ITS FIRST U.S. BOUTIQUE

As part of its exciting international expansion, Roger Dubuis opened its first boutique in the U.S. in November. Following hot on the heels of the recent opening of a new flagship boutique on the brand's home territory on Geneva's historic Place de la Fusterie, the New York boutique captures the bold spirit of the Manufacture and is entirely in sync with the inimitable atmosphere of the Big Apple. The unique space located at 545 Madison Avenue in mid-town Manhattan, once again reiterates the distinctive jewellery box design of all its new boutiques.

The ever-present square (visible in the geometry of the inlaid floor made of precious woods of the New York Boutique), three iconic colors (bronze, black, and red), along with the emblematic traits of each well-defined Roger Dubuis worlds – Excalibur, Hommage, and Velvet – bear witness to the qualities that have always distinguished Roger Dubuis: a contemporary spirit expressed through an original aesthetic demonstrating a consistent capacity to surprise and appeal. Welcoming furniture perfectly offsets the bold, technical perfection of the brand's signature creativity. The intimate, sophisticated environment subtly associating braided leather, bronze, and wood creates a quiet atmosphere favouring thought and relaxation.

In celebration of the opening, Roger Dubuis will dedicate a Hommage Millésime piece to the New York boutique. A unique restoration project dear to the heart of the founder of the brand, Millésime marks each year with a special "vintage" in the shape of just one creation embodying a wealth of restoration work. These models are available exclusively from Roger Dubuis boutiques and are systematically related to boutique openings representing milestone events in the life of the Manufacture and its steady expansion.





AUDEMARS PIGUET GRAND OPENING OF ITS NEWEST BOUTIQUE ON RODEO DRIVE

Audemars Piguet CEO, Francois-Henry Bennahmias, CEO N. America, Xavier Nolot and Westime Founder, John Simonian and President Greg Simonian were joined by Audemars Piguet brand ambassadors Serena Williams and Freida Pinto as they celebrated the grand opening of the Company's fourth boutique in the United States on the world famous Rodeo Drive.
The Beverly Hills boutique, which is located in the picturesque shopping arcade Two Rodeo was the perfect backdrop to recreate the Company's Swiss roots. A white neon sign reading "Welcome to Le Brassus Hills" reminiscent of the famed Beverly Hills sign hung overhead as guests ascended a flight of stairs to enter the party. During the festivities after a ceremonial ribbon cutting, the façade of the boutique was illuminated in white lights followed by a snowfall of white confetti. Further Swiss touches included food and drink like traditional raclette presented by servers dressed "chalet chic" in cream, white and grey ski resort attire. Other Swiss-inspired décor included a fire pit, cabins housing the DJ, watchmaker and food stations as well as an interactive photo station with light snowfall.

Other notables included Alessandra Ambrosio, Don Cheadle, James Corden, Miguel Cotto, Corey Gamble, Kevin Hart, Johannes Huebl, John Mayer, Joel McHale, Omarion, Pras Michel, Nicole Murphy, Olivia Palermo, Erica Pelosini, Jeremy Piven, Kiss drummer Eric Singer and Sylvester Stallone.

The 1,342-square-foot boutique offers the full range of Audemars Piguet's collection. The three-level boutique, featuring oak, Vals stone, and metallic surfaces, evokes the natural beauty of the Vallée de Joux region in Switzerland where Audemars Piguet timepieces have been crafted for over 140 years.







NBA AND TISSOT ANNOUNCE GLOBAL PARTNERSHIP

The National Basketball Association (NBA) and TISSOT announced today a new multiyear global partnership that makes the Swiss watch brand the first Official Timekeeper of the NBA, Women's National Basketball Association (WNBA), and NBA Development League (NBA D-League).

TISSOT will work with the NBA to develop a state-of-the-art integrated timing system. The new precision timekeeping system, inclusive of TISSOT-branded shot clocks, will be implemented across all 29 NBA arenas beginning with the 2016-17 NBA season.

TISSOT will also become the Official Timekeeper and Official Watch of several marquee league events, including NBA All-Star, NBA Draft presented by State Farm, Samsung NBA Summer League, and NBA Global Games.

Tissot also broadened its commitment as the Official Timekeeper of the NBA by announcing partnership deals with five NBA teams including; the Chicago Bulls, Los Angeles Lakers, Miami Heat, New York Knicks and San Antonio Spurs. Each team partner will launch a special edition team collection of the Tissot Quickster.

TAG HEUER ANNOUNCES TOM BRADY AS NEW BRAND AMBASSADOR



TAG Heuer and Tom Brady celebrated the announcement in New York City at the launch event for the Carrera - Heuer 01. Jean-Claude Biver, CEO of TAG Heuer, called the night's special guest onstage and surprised attendees by officially introducing Brady as a TAG Heuer ambassador.

Mr. Biver and Brady were joined by actress Molly Sims, who served as the MC for the night, as well as DJ Eve, whose original set further added to the party atmosphere. Guests had the pleasure of watching Brady throw signed footballs to raise money for Best Buddies, a charitable organization that offers the opportunity for people with intellectual and developmental disabilities to develop social, leadership and employment skills for greater participation in the community. Several guests were lucky enough to catch the signed footballs that Brady threw into the crowd and took home a special souvenir from the night.





PATROUILLE DES GLACIERS RACE ON TAG HEUER TIME

TAG Heuer is now the Official Timer and Official Watch of the famous international military ski mountaineering race. Organized by the Swiss army and also open to civilian patrols, the Patrouille Des Glaciers will take place from the 19th to 22nd of April 2016 and will bring together more than 5,000 racers for the run between Zermatt and Verbier in Valais.

TAG Heuer's Formula 1 Patrouille de Glaciers Special Edition watch was also unveiled, just 200 of which will be available from the TAG Heuer and Bucherer boutique in Zermatt, the Boutique Jacot in Verbier, and from the online PDG shop from March 2016.

The brand also announced that it has appointed two patrols for 2016: for the first time, a Chinese patrol will take part and will be trained under the leadership of Florent Troillet in the resort of Verbier, the free riding Mecca and home of the 2016 World Ski Mountaineering Championships, which has offered to host them for their week of preparation before the race. The second TAG Heuer patrol will be a wild card that TAG Heuer will grant to three lucky applicants.

A NEW SHOW IN LATIN AMERICA

The South American watch industry has enjoyed rapid growth in recent years, enough to warrant, in the opinion of many, a trade show of its own. While the JCK and Couture shows have long drawn retailers from both North and South America, for many years no specific watch show existed specifically to serve the Latin American watch market.

For the past three years, Bogota, Colombia, has hosted such a gathering in its spacious Confreria Convention Center. WatchBo, as the show is known, has grown apace with the industry it serves, starting with just over 50 participating brands in 2013 and reaching a figure greater than 90 in 2015.

Many of the brands that have committed to Watchbo are themselves international, using the fair as a vehicle to break into the South American marketplace. In addition to the many well-known Swiss brands, this also includes marques from Austria, Japan, and the United States, making WatchBo the largest watch fair in Latin America.

WatchBo invited WristWatch to Bogota in early October to gain insight into this rapidly growing gathering of watchmakers, which has become an essential stop for many of South America's leading watch retailers.

When surveying the landscape of the show, we were struck not only by the rather obvious enthusiasm its presenters and attendees, but also by how different the watch distribution landscape is in South America than it is in the United States or Europe.

The older-style network of independent watch distributors handling major brands still remains more or less intact in Colombia, whereas in the United States most of the top performing brands have established subsidiary offices in New York. This leads interesting arrangements in which one distributor may handle multiple brands from competing groups. For example, the same entity handles the wholesale distribution of Movado, Breitling and Ulysse Nardin in Colombia. All of these companies were present at WatchBo.

The participating companies at this year's WatchBo ranged from the popular and accessible (Hummer Watch, Citizen and Invicta, to name a few) to high luxury. At the very high-end, the amicable Franc Vila was presenting for the second time at WatchBo.

"We hope that in five years this will be the meeting point for all of the brands to do business in Latin America, from Mexico to Argentina," says Santiago Velilla Mejia, the General Director of the show.













HUBLOT LAUNCHES LIMITED-EDITION CLASSIC FUSION WITH THE TIMEPIECE COLLECTION SUPPORTING HOPE FOR THE WARRIORS® ORGANIZATION

Hublot and New Jersey based retailer, The Timepiece Collection, Ltd., have joined together in support of Hope For The Warriors® – a national non-profit organization that supports post-9/11 service members, veterans, and military families – to raise awareness for the organization by launching the Classic Fusion Chrono Aero Hope For The Warriors® timepiece during a private charity event this December. The Timepiece Collection, Ltd., will serve as the exclusive retailer of the timepiece.

Hublot of America Managing Director Jean-Francois Sberro, Timepiece Collection Co-Owners Jeff Khalaf and Michael S. Rosenberg, and Hope For The Warriors® Chief of Staff Emma Walsh unveiled the limited edition Classic Fusion, for which a portion of proceeds will benefit military members and families affected by 9/11. Dan Potenzieri, a Marine Corps and Army Reserve veteran, Presidential Fellow at the CSPC in Washington D.C., and founder of the Medal Of Honor Challenge spoke to the group about the Hope For The Warriors organization. Former Marine, Purple Heart recipient, and native New Yorker Joseph Cedeno joined in the unveiling, to show his support for the organization of which he has been a veteran since 2005.

Hope For The Warriors® strives to serve long-term support towards military service members and their families. Through this partnership with the organization and Timepiece Collection, Hublot shares a common commitment to honor and restore the lives of American war heroes and military families, in an effort towards a greater impact by Hope For The Warriors®.

The 25-piece limited-edition Classic Fusion Chrono Aero Hope For The Warriors® features a 45mm polished and satin-finished black ceramic case with a sapphire anti-reflective treatment and the Hope For The Warriors® logo printed on the case-back glass. An army green and black motif is featured throughout the dial, hands and strap to represent the colors of the U.S. military uniform. The dial includes green appliques and a gold-plated counter ring with a skeleton disk.

Each piece will be delivered with two interchangeable straps – one black alligator with green stitching and one in green canvas with green stitching.



CITIZEN WATCH COMPANY CELEBRATES OPENING OF NEW OFFICE AND SHOWROOM IN NEW YORK CITY

Citizen Watch Company of America Inc. officially opened their new office and showroom in the Hippodrome Building in New York City with an Open House event co-hosted by Citizen Brand Ambassadors Kelly Clarkson and Eli Manning.

Citizen was thrilled to showcase their beautiful new location and share a night to remember. The new office includes a mock Citizen Retail space, advanced technology and exquisite details such 4K monitors, board rooms with interactive touch boards and product controlled lighting throughout, reflecting the Citizen world-class brand image. Jeffrey Cohen, President of Citizen Watch Company of America remarked, "We are pleased to bring our brand statement, Better Starts Now to life with this outstanding new space. We are particularly pleased to now be able to offer our retail partners a full Citizen experience in the heart of the city." "We are excited to see what the future holds as we continue to take the brand to new heights in this market," he added.

Among the guests was March of Dimes executive Ruby Wint who accepted a donation from Citizen's President Jeffrey Cohen together with Kelly Clarkson and Eli Manning.



BREGUET ACQUIRES REMARKABLE PIECES AND HISTORIC DOCUMENTS FOR ITS MUSEUM

The Breguet Museum and its President and CEO, Marc A. Hayek, acquired two exceptional antique watches and letters of great historical value at three auctions held in November and December in Geneva and Paris. One of these objects, the recently discovered Breguet N°3104, is testament to the genius of A.-L. Breguet, to whom we owe the invention of the gong-spring for repeater watches in 1783.

The Breguet N°3104 pocket watch, bought from Antiquorum in November, recently resurfaced after over 140 years in the possession of an illustrious European family. Initially sold in 1818 to His Royal Highness the Infante Francisco de Paula of Spain, Count of Moratalla, this piece is one of the rare and highly prestigious minute repeaters made by A.-L. Breguet. This 62.5 mm wide pocket watch in 18-carat gold features a jumping hours hand and a case & dial adorned in guilloche' by Pierre-Benjamin Tavernier. Adorned with the Breguet secret signature on both sides of the number 12, the dial is enhanced by 'open-tipped' hands in blued steel, commonly known as Breguet hands, invented by the watchmaker in the same year that he introduced the gong-spring. This exceptional piece houses a 22" calibre with visible inverted cylinder escapement. The repeater spring operates on two gongs struck by two hammers activated by a piston situated in the pendant of the watch.

The second piece (not pictured here) acquired by Breguet is the N°4720. It is a very fine tact watch with a regulating dial, sold to Casimir Périer in 1841. This timepiece is adorned with a yellow gold, hand-guilloché hunter case, along with a double chain and key. Its satin-brushed silver dial features two counters – for the hours and 30 seconds – as well as a central minute hand. The watch is adjusted around the edge of the 30-second counter. The external hand, characteristic of tact watches, here takes on a serpentine form.

The third Breguet acquisition is a collection of ten historic letters regarding the House's business in Russia from 1808 to 1810. The letters now enhancing the collection in the Breguet Museum, bought on 2nd December at the auctioneers Aguttes, were sent to Moreau by Breguet senior and junior. Brought to auction by Moreau's descendants, they provide fascinating insights into the business activities of Breguet during its founder's lifetime.

The House is delighted to include these new objects in its large collection of antique watches and manuscripts. It invites all enthusiasts of history, culture and prestige watchmaking to discover its fabulous heritage, now on display at its museums in Paris, Zurich and Shanghai.



CORUM IS PROUD TO WELCOME A NEW TIMEPIECE IN ITS MUSEUM COLLECTION

After being worn by 6 consecutive US Presidents such as President Bush, Ronald Reagan, Lyndon Johnson, Jimmy Carter, Richard Nixon and Bill Clinton, one of our heritage Coin watch was discovered and regained. This particular timepiece belonged to the Warhol collection until the early 90's after which it was acquired by a US private collector. The historical heritage of this piece is now perpetuated by its integration into the Corum Museum.







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TIE

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PANTS

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SHOES

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WATCH

Niall One 3: $5,250
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MODEL

Nick Lundin, photographed at the City Lights bookstore, San Francisco, CA

Fashion Photo by Lundin

TIME CAPSULE

BY GARY GIRDVAINIS





Swipe the secret spot and watch the compact cell protecting (and powering) up to five treasured timepieces opens up before your eyes.

According to Buben & Zorweg the Argatos winder called for a team of specialists with expertise in such diversified *metiers* as woodworking, aluminium, composite materials, glass, and leather, as well as experts in mechanical engineering and electronics. Seems a grand bunch to be brought together to wind a watch but when you're competing for an ultra affluent buyer's attention to invest $39,000 or more for a watch winder – why hold back?

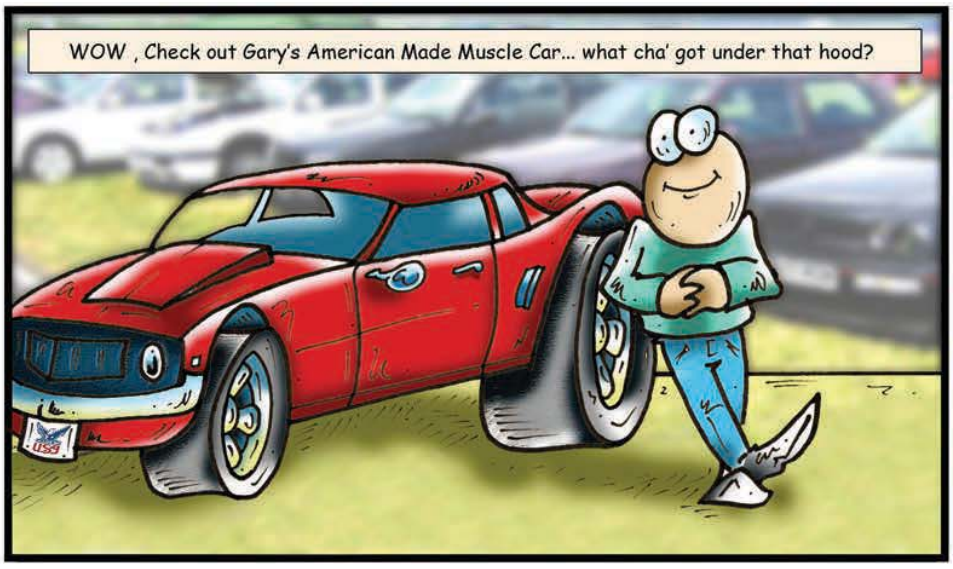
One look at the amazing result makes the 4,000 plus man-hours seem to be well worth it. In the closed position the Argatos highlights its own tourbillion clock and one selected timepiece within the flowing lines of the ultra-modern case. Then with the simple swipe of the secret sensor, the arms open to reveal four more hidden winders. Argatos can also be placed in a lock-down mode that disarms the sensor to keep stray hands off your watches.

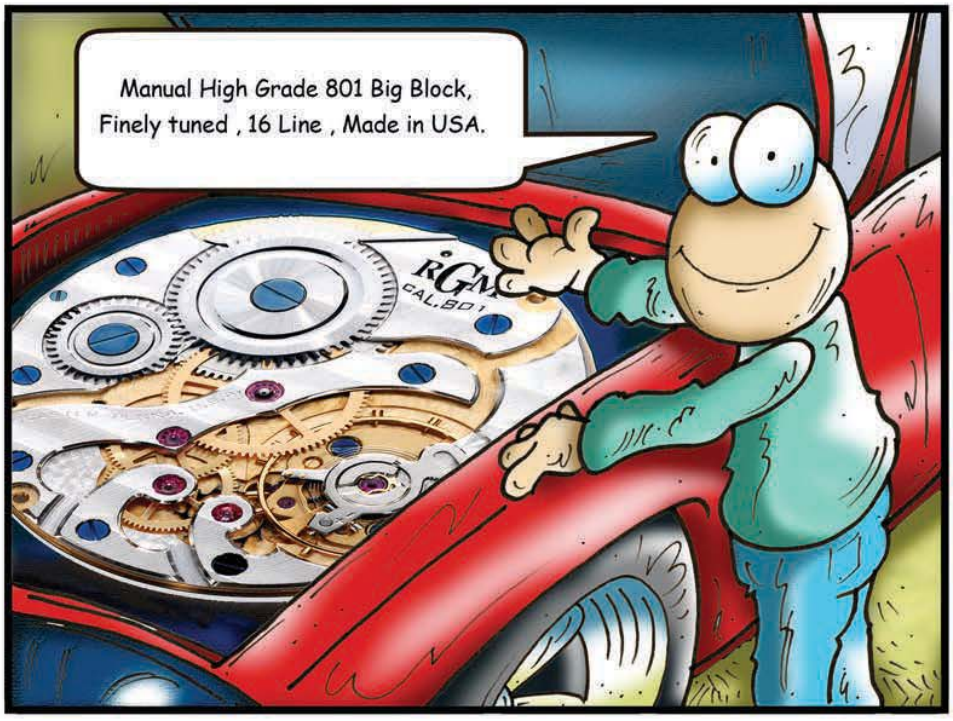
This first edition in black lacquer will be limited to 25 pieces, but if you've simply got to have one made just for you, Buben & Zorweg recently crafted an Argatos with Comic hero Iron Man livery as a one-of-a-kind. Your imagination and check book balance are your only limitations at B&Z. Pricing for the "standard" Argatos ranges from $39,000 to $53,000 depending on materials, customization and whether or not you choose to include the tourbillion escapement clock in the unit. Contact **www.westimewatches.com** ◆



Gary...the watchmaker

by... Baugh







THE NOT-SO-GREAT AMERICAN WATCH INDUSTRY SCARE OF 2015

Scares and lists have historically gone hand in hand. They can be good for business and careers, as long as you're on the side holding the spotlight, or hiding in the shadows behind it. The new movie "Trumbo" details a talented Hollywood screenwriter's struggles with being placed on a blacklist of "Un-American Americans," known as the "Hollywood Ten," during the late 1940's. In the 1950's Senator Joe McCarthy propelled his name into the national limelight with the Red Scare and his list of "members of the communist party." In 2015, the American Watch industry struggled with its own scare concerning overstated claims of Americanism, which somehow wound up on the FTC's radar, after an editorial appeared on the watch blog Hodinkee.

The scare seems to have started a few months after the publication of an article entitled "Smoke and Mirrors in the American Watchmaking Industry" (Hodinkee, August, 2015), by blogger Nick Manousos. Manousos stated his case for the use of the term "Made in USA" by American watch companies, and provided the transcription of a lengthy conversation with Julia Solomon Ensor, an attorney in the Division of Enforcement at the Bureau of Consumer Protection of the FTC. He concluded his argument with a statement that essentially called into question the practices of many American watch companies:

"A number of the new American watch brands have expressed plans to manufacture more of their watches here in the USA, presumably with the goal of eventually manufacturing the complete movement as well. This is absolutely wonderful news, and I look forward to the day it is reality. In my opinion, until then, using or even implying that their watches are Made in USA is deceptive to consumers and should be stopped."

He then further responded to numerous comments challenging his statements with: "If you are curious which brands are practicing deceptive advertising, you will find the answers within a couple minutes on Google." It could be interpreted that Manousos had already made a mental list of companies he deemed were not American enough to call themselves "Made in USA."

Manousos revisited the subject with a canary-eating follow up piece entitled, "The Federal Trade Commission Takes Action Against Deceptive Practices in the American Watchmaking Industry" (Hodinkee, November 2015). He cited a closing letter from the FTC addressed to new American watchmaker Niall, signed by Ensor. The piece also contained a mini interview with Ensor, wherein Manousos asked questions, which could be construed as leading, concerning the use of the terms, "Built in Detroit" or "Made in NYC." Interestingly, Detroit-based Shinola became the subject of a follow up Manousos' piece, "Shinola to Keep 'Built in Detroit' Marketing Despite FTC Guidance," (Hodinkee, December 2015).

The Hodinkee editorial, and (strangely) resultant FTC investigation, begs more questions than it answers. Did someone provide the FTC with a list of companies to investigate? Does this kind of coverage mean that Hodinkee is attempting to become the Consumer Reports of the watch industry, and if so, shouldn't it also cease taking advertising and attempt to survive on a subscription model? To provide even handed coverage, will Hodinkee be running investigative pieces on other trademarks and regulations like "Swiss Made", "Made in Germany", or any other origin and/or usage terms endemic to the watch industry? Manousos did not respond to a request for commentary at the time of publication.

Every scare has its winners and losers. We may hear of more FTC investigations of American brands if, as Manousos stated, they bother to do a "Google search." The losers in this story are clear: the slowly growing American watch industry, which now has to defend the name it's attempting to make for itself against the well-entrenched Swiss marketing juggernauts. The winners are playing in the murky shadows of Hodinkee's investigative spotlight.

The American watch industry has been a relatively respectful community, and although competitive, has proved sympathetic in light of this scare. The players seem to have each other's backs. But this episode has cast a greenish light on the party; someone seems to have peed in the punch. I am somehow reminded of Al Pacino's famous line from Godfather II: "You broke my heart, Fredo, you broke my heart."

A complete, detailed investigation on this story will appear in a future issue of *Wristwatch* magazine. Should you have any details to contribute, please contact the editor.

From the Watch-Culture desk,



Steve Lundin

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